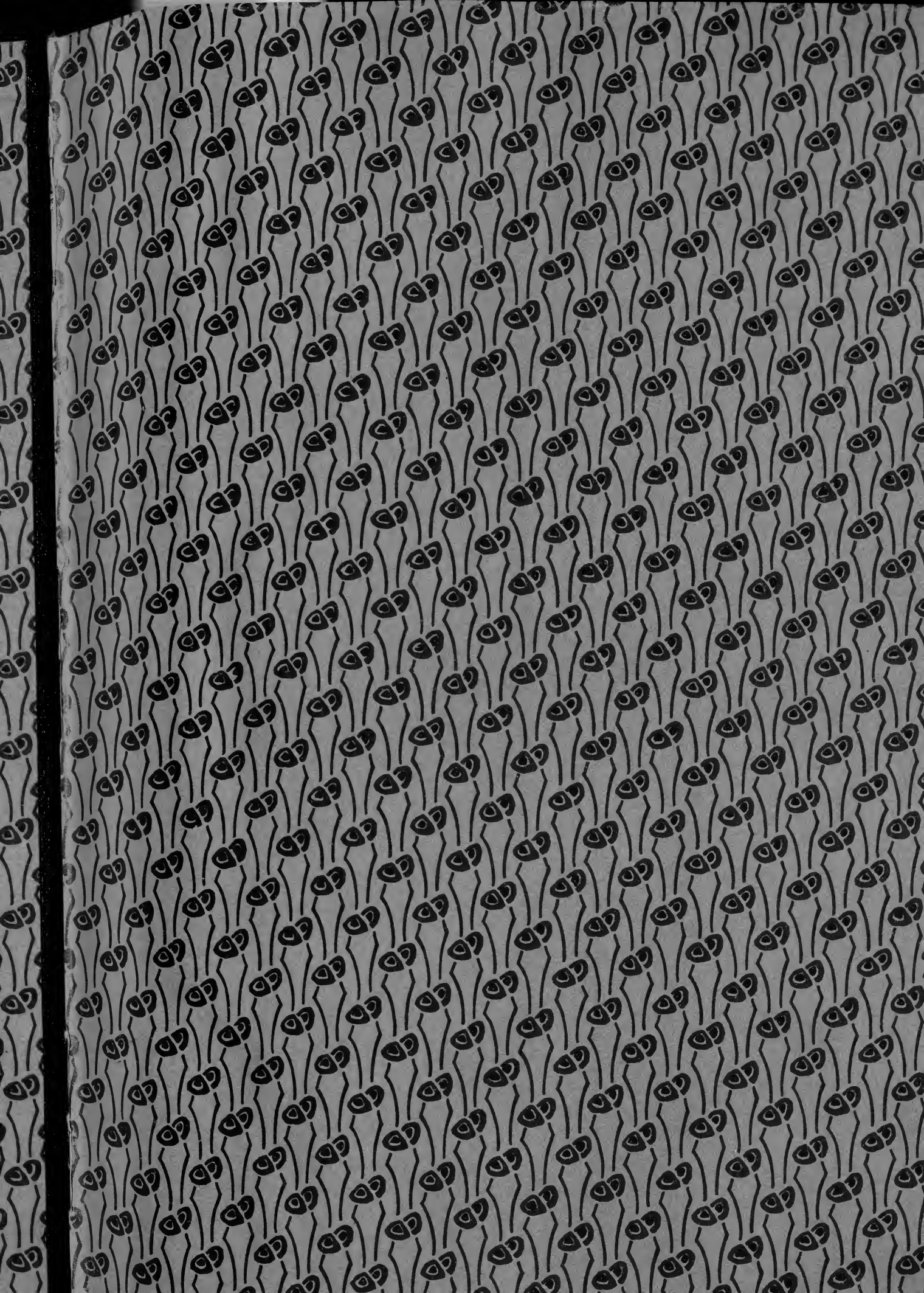




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THE AMERICAN STATIONER

DEVOTED TO THE INTERESTS OF THE STATIONERY AND FANCY GOODS TRADE

Vol. LXX. No. 1.

NEW YORK AND CHICAGO, JULY 1, 1911.

PER ANNUM, \$2.00
SIX MONTHS, \$1.00

A MAGAZINE TRUST

Suit Brought by Government Against the Periodical Clearing House for Alleged Restraint of Trade—Prevented Subscription Clubbing.

“THE United States of America, Petitioner,” filed on Tuesday of this week a civil suit through United States Attorney Henry A. Wise against the Periodical Clearing House—the so-called magazine trust—and others in the United States Circuit Court for Southern District of New York State. The petition states that “the defendants for some time have been and now are engaged in an unlawful combination and conspiracy to restrain the trade and commerce among and between the several States and Territories of the United States and with foreign nations in magazines and periodical publications.” Those indicted are given below:

THE INDIVIDUAL DEFENDANTS.

The defendants included in the petition are the Periodical Clearing House, Doubleday, Page & Co., the Crowell Publishing Company, the S. S. McClure Company, the Current Literature Publishing Company, the Phillips Publishing Company, Harper & Brother, the Leslie-Judge Company, the Review of Reviews Company, the International Magazine Company, the New Publication Company, the Butterick Publishing Company, the Standard Fashion Company, the New Idea Publishing Company, the Ridgway Company, the American Home Magazine Company, the Short Stories Company, Ltd., Frank H. Doubleday, Herbert S. Houston, Frederick L. Collins, Charles D. Lanier and George Von Utassy.

The petitioner asks the court to enjoin the defendants, their officers and agents from continuing the alleged unlawful combination and conspiracy and to enjoin the Periodical Clearing House and all its contracts and agreements especially

as well as those of the other defendants. There have been rumors around the Federal building in New York that a criminal investigation of the magazine combination has been under way, but it was said that there is little likelihood of criminal proceedings. It is surmised that the Federal Grand Jury did begin a criminal investigation and that the evidence obtained was submitted to the Government to be used in the present civil action rather than in a criminal suit.

SUBSTANCE OF THE PETITION.

The petition sets forth that prior to July, 1909, when the defendants incorporated the Periodical Clearing House under the general stock corporation law of New York State, the business of selling magazines and other periodical publications was conducted either by the publisher himself, who sold his output directly to the reader by the single copy for cash or by subscription, usually by the year with payment in advance, or, secondly, the business was carried on through middlemen—newsdealers who sold single copies and ‘subscription agencies’ or agents; who sold term subscriptions.

“By a system of ‘clubbing’ together two or more different periodicals,” continues the petition, “these ‘subscription agencies’ and ‘agents’ were able to sell subscriptions to the public at prices frequently as low as one-half the publication price. By reason of the varying rates given to different ‘subscription agencies’ and the varying methods of producing business sharp competition in prices of such subscriptions existed between such agencies engaged in said business.”

AN “UNLAWFUL COMBINING.”

When in July, 1909, the Periodical Clearing House was incorporated, the government alleges that it was a case of “unlawfully combining and wickedly conspiring * * * and wickedly intending to destroy competition” in price of subscriptions of all magazine and periodical publications in the United States. A number of maga-

(Continued on page 8.)

STAMP CONVENTION

The Manufacturers Form an International Association, Elect Officers and Discuss Trade Problems—The Meeting a Very Big Success.

(From Our Regular Correspondent.)

CHICAGO, June 24, 1911.—The first convention of the International Stamp Manufacturers’ Association wound up in a blaze of glory at the LaSalle Hotel on Friday evening the 23d in the shape of a banquet, at which there were present over one hundred of the delegates to the convention who had remained over to participate in the closing event of the first convention.

A choice menu was discussed, impromptu speeches and funny stories were listened to, and a general good time enjoyed by all.

AN ADDRESS ON BUSINESS METHODS.

On the afternoon of Tuesday, the first day of the convention, an interesting address was closely followed by the members by James Cooke, who took for his subject “Business Methods.” After this the discussion of the question of a permanent organization was participated in quite generally by all present, and it was quickly seen that there was an overwhelming sentiment in favor of this step. An adjournment was then taken.

At 5 p. m., the members, headed by a German band, marched to the Northwestern depot, where they embarked on a special train for Kenosha to attend a performance of the Hagenbeck-Wallace Shows. The merry stamp makers owned the town and the show during the time they were there, and had the time of their lives. They all said so.

RELATIONSHIP OF MFG’R’S. AND DEALERS.

The morning session on Wednesday opened with an address by Wm. J. Goodman, of Collins-Goodman Company, Chicago, on the subject, “Relationship of Stamp Manufacturers and Office Supply

(Continued on page 18.)

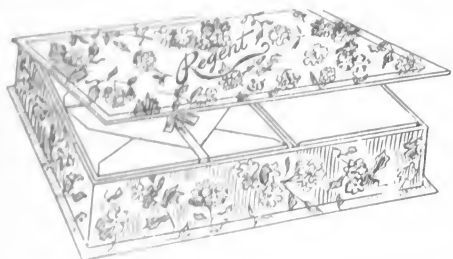
HOLIDAY LINE

The Whiting Paper Company Is Showing A Line That for Beauty of Design and Richness Is Rarely Surpassed.

An exceptionally attractive line of holiday boxes is now being displayed in the show

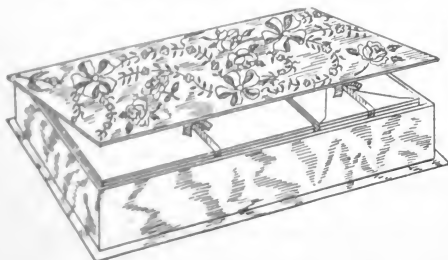


rooms of the Whiting Paper Company, 150 Duane street, New York. The assortment embraces a large variety of beautiful designs, all of which are rich looking and distinctive. Many of the covers are hand-colored and embossed. The line throughout is characteristic of the good taste



displayed by the originators of the Whiting productions.

Novelties of domestic and foreign manufacture are shown in great variety and the prices range from the inexpensive small boxes to the more elaborate creations which appeal more especially to the exclusive class of customers. New and original designs have been incorporated having in mind not only the sale of the box as a stationery container but also its subsequent usefulness after the contents have been exhausted.



The domestic line embraces two distinct grades. One which is shown in an assortment of five coverings contains the well known Organdie Glacé and French Organdie papers. The coverings in this grade show designs of poinsettias, crab apple blossoms, daisies and clover blossoms.

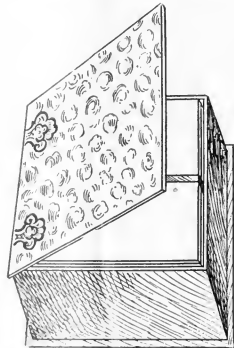
Each box has a double gold trim at the edges of the covers which adds richness to the general appearance.

The less expensive boxes contain a good grade of fabric finished stock and exceptional values are presented. The coverings in this line show daisies, forget-me-not flowers, carnations and also a covering simulating cretonne, which is embellished with red and blue floral designs.

Holly and poinsettia flowers which are considered so indispensable in a Christmas line have not been overlooked and a large assortment of styles is shown in which this decorative feature has been incorporated. Silk ribbons are used throughout in tying the paper and envelopes and the color of the ribbon in each box harmonizes with the predominating color scheme in the box covering.

As it would require considerable space to give a detailed description of the full line only a few of the numbers are noted in detail below.

No. 6423. A one quire papeterie containing smooth white fabric finished stock.



The box is covered with shaded gray paper ornamented with heavily embossed vertical strips, and the cover is hinged. An oval medallion and a floral ornament in gold leaf embellish the cover.

No. 6448. A one quire fancy hinge cover papeterie containing white fabric finished stock. The box is covered with gold brocaded paper. On the cover a woman's picture is shown in an oval frame and a fancy gold border at the edges of the cover adds effective embellishment.

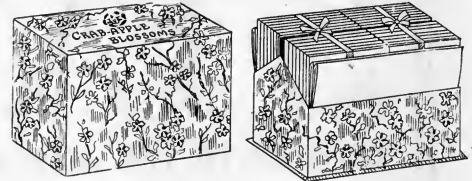
No. 6473. A two quire fancy hinge cover papeterie containing white fabric finished stock arranged in tandem style. Pink roses and forget-me-nots ornament the cover, which is light gray with a moire effect.

No. 6509. A fancy hinge cover box containing two quires Whiting's cloth finish paper in assorted sizes. The box is covered with silver moire paper on which snowball flowers and apple blossoms are grouped in an artistic arrangement.

No. 6676. An upright cabinet containing one quire Whiting's Organdie Glacé paper and 24 three ply gold edge correspondence cards with envelopes to match. The box has a telescope cover ornamented with crab apple blossoms on a red background, and a gold trim at the top and bottom

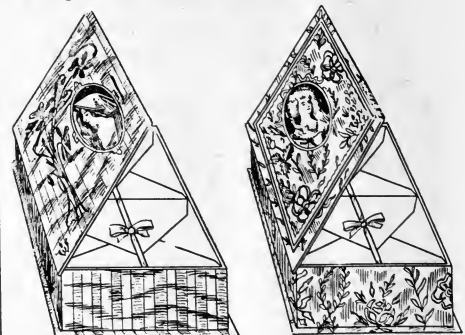
edges adds brightness to the ornamental effect.

No. 6693. This is a fancy drawer papeterie with hinged cover. It contains two quires of Whiting's French Organdie with two styles of envelopes tied with lavender silk ribbon. A cluster of Marguerite flowers on the cover stands out in strong contrast to a shaded purple background,



on which small daisies with yellow centers are grouped in an artistic arrangement. Fine perpendicular gold lines brighten the design and the entire box is covered with fancy paper to match.

No. 6713. A two quire upright cabinet with hinged cover and drop front. The envelopes are in three packages, the center



package being placed on a semi-oval platform which raises it above the other envelopes—a V-shaped cut out in front of the box discloses the paper. The filling is Whiting's French Organdie. Cover decoration same as No. 6693.



H. L. Carman, manager of the New York office of Mabie, Todd & Co., makers of the "Swan" fountain pen, 15 Maiden Lane, New York, sailed last Saturday for London on the steamer Carmania of the Cunard line. Mr. Carman's stay on the other side will be brief, as he expects to be back in this country about the middle of July.

CRANE'S LADIES' STATIONERY

Sold by All Stationers and Booksellers

These goods are suited to the tastes of the most select trade. Their merits are known the world over, and they yield a profit to the dealer. Once tried, the purchaser becomes a regular customer.

Presented in the Following Styles and Qualities:

SUPERFINE QUALITY.

In light Blue Boxes, containing 1/4 ream of Note Paper each, and in separate Boxes 3/4 thousand Envelopes corresponding.

EXTRA SUPERFINE QUALITY.

In Lavender Colored Boxes, containing 1/4 ream of Extra Fine Paper each; in like Boxes are Envelopes to match.

ALL THIS STATIONERY CAN BE RELIED ON AS REPRESENTED. MANUFACTURED BY

Our Papers are supplied in Fine Wedding Stationery, Visiting Cards and other specialties by EATON, CRANE & PIKE CO., Pittsfield, Mass., and 225 Fifth Ave., New York, whose boxes bear the word "CRANE'S" containing our goods.

Z. & W. M. CRANE, Dalton, Mass.



The *Dealer* as a middleman *needs* the co-operation of the manufacturer. *We* have always *needed* the dealer, hence have always protected him. Today more than ever we protect you against the inroads of the "direct to consumer" policy.

TYPEWRITER RIBBONS and CARBON PAPER

We can supply your *needs* in every case as *our line* is *unlimited*. We fill every requirement.

MITTAG & VOLGER, Inc.

SOLE MANUFACTURERS FOR THE TRADE

Principal Office and Factories, PARK RIDGE, N. J.

BRANCHES

NEW YORK, N. Y., 261 Broadway CHICAGO, Ill., 205 W. Monroe St. LONDON, 7 and 8 Dyers Bldg., Holborn, E. C.

AGENCIES in every part of the world—in every city of prominence.

DO YOU SELL "BERLIN'S" QUALITY FIRST STATIONERY?

BERLIN'S Cards, Mourning Papers, Writing Papers, Typewriter Papers, Papeteries, Tablets and Initial Papers represent taste and refinement in polite correspondence.

The Initial Papers are all stamped by hand with a steel hand-engraved die, and as a result you have the finest workmanship it is possible to produce at much less than it would have cost to have done it as a "special order."

NO WAITING :: :: NO DELAY

BERLIN & JONES
SALESROOMS: 547 WEST 27th ST.



Reorders prove that quick sales pay

COMPANY
AND 136 WILLIAM ST., NEW YORK

STAPLE ENVELOPES OF EVERY DESCRIPTION

THE HOME OF THE TALLY CARD

THE QUAKER CITY

Philadelphia Stationers Report a Large Business in Fireworks and Novelties—Second Outing of "Manco" Club.

(From Our Regular Correspondent.)

PHILADELPHIA, June 28.—The unprecedented has happened—checks are actually being returned to the retailers because the rush of business is too great to permit their orders to be filled. Lest, however, this statement of absolute fact may give an erroneous impression of the trade of the week generally, it must be understood that there was but one jobber who is known to have done this and that the demand was exclusively for fireworks. It is true that the orders were of an attractive size, however, and it is equally true that the fireworks trade, or its ally, the business in bunting, decorations and Fourth of July novelties, in which pretty nearly every stationer is interested, is far beyond the normal and the expected. Stock in jobbers' warehouses are already nearing depletion. But aside from this special business, trade in staples is steady and satisfactory, but by no means rushed. However, the always draggy July and August days are near and no one holds high expectations, now that the rush of commencement and wedding stationery is about over.

SECOND OUTING OF "MANCO" CLUB.

The "Manco" Club, the organization of the Mann company employees, which began informally, solely out of a desire to promote good fellowship, but which is destined to become a permanent organization, held last Saturday its second outing at the Mohican Club House, Morris Station, on the upper Delaware. It was an ideal day and ideal surroundings. A business meeting first was called and by-laws adopted for the permanent organization. Festivities began at noon and lasted until

night. The great feature was the game of baseball between the married and the single men, the latter being victorious by a score of 10 to 4.

Joseph H. Mann Binns was captain and catcher of the defeated team, his associates being George Wells, catcher; William Hartly, first base; James Walsh, second base; A. A. Simons, shortstop; Robert B. Campbell, third base; Samuel Rodman, right field; Charles H. Meyer, centre field and A. N. Machermer, left field. Frank

tralia Envelope Company, Centralia, Ill., was among the few trade visitors of the week. Another was B. Spitz, of G. H. and E. Frydberg, New York. E. R. G.

Advertising Value of Coronation

The event of the Coronation in London this week has as well its advertising value, especially in association and title, for leading and up-to-date manufacturers not only of Europe but this country also. The L. E. Waterman Company, for instance, provided



Brown was captain and third baseman of the victorious team, with Benjamin Waxman, pitcher; William Prizer, catcher; Herbert Pfizenmeyer, first base; H. Holmes, second base; Charles L. Foster, shortstop; Howard Foster, right field; M. Donve, centre field and DeWitt Dunn, left field.

Other athletic diversions as tennis were also enjoyed and excursions were taken on the river in a launch chartered for the occasion. After dinner, at which William Morrison presided and acted as toastmaster, a stag dance concluded the day's entertainment.

The death is reported of Louis Guise, who for a time was associated with Sidney J. Burgoyne, secretary of the Philadelphia Stationers' Association.

Albert Skinner, sales agent of the Cen-

tral Envelope Company, Centralia, Ill., was among the few trade visitors of the week. Another was B. Spitz, of G. H. and E. Frydberg, New York. E. R. G.

THE KING OF FOUNTAIN PENS

With Unlimited Loyal Subjects in Every Land.

The William H. Hoskins Co., of Philadelphia, is one of the many stationery concerns in the United States which made use of a very effective advertisement of the "King of Pens."

THE WHITING PAPETERIE LINE

FOR THE FALL AND HOLIDAY SEASON IS NOW READY

These boxes merit especial attention and include many exclusive novelties both of Foreign and Domestic manufacture in a varied and attractive assortment.

The prices of these goods make them attractive to both jobber and retailer and selections made now will be held for Fall delivery if desired.

Our travelers are showing the line throughout their respective territories and you are cordially invited to call and see samples in our New York Salesroom.

Whiting Paper Company

New York, 148-150-152 Duane Street

Philadelphia, 725 Arch Street



MILLS: HOLYOKE, MASS.

Makers of High Grade Papers

Chicago, 209 South State Street

July 1, 1911.

TOWER

MANUFACTURING & NOVELTY CO.
306-308 BROADWAY NEW YORK CITY, N. Y.

WHOLESALE STATIONERS

PLACE YOUR ORDERS FOR

SCHOOL SUPPLIES

We carry a complete line of school bags, pencil boxes, school crayons, slates, slate pencils, rulers, tablets and pads in hard or soft paper, pens, penholders and pencils of all manufacturers.

IF IT'S "STATIONERY," WE HAVE IT



You Cannot Sell What You Haven't In Stock

If you are not carrying a sample line of our

**Cash Boxes, Bond Boxes, Document Boxes,
Voucher Files, etc.,**

goods—Square Deal Policy—make our lines most desirable. Used everywhere for every purpose, the demand is constantly increasing. Our prompt service—uniform quality you should send your orders to us. **FIFTY-FIVE YEARS AT IT**—is one reason why

Merriam Manufacturing Co., - Durham, Conn.

MILLER BROS.' INK ERASERS are the Standard



Made in
different shapes
and handles
of all styles

For sale by all leading Jobbers and Commercial Stationers

A NEW COPYING PENCIL



EBERHARD FABER 750 TRANSFER

Round shape, purple polish with tip of bright gilt metal, ornamented with two black enameled bands. The purple copying lead is of excellent quality; smooth and tough to an unusual degree.

PACKED 1-2 GROSS IN A BOX

EBERHARD FABER

NEW YORK

A MAGAZINE TRUST

(Continued from page 3.)

zine men entered into contracts with the Periodical Clearing House. The contract, a copy of which is appended to the government's petition, subsequently was copied and copies sent out to all the large subscription agencies and, the petition says, the subscription agencies and other agents were notified that they must sign this contract if they wished to do business with the defendants.

Therefore, the petition maintains, the agencies were "wrongfully coerced." Still later, says the petition, the clearing house got up an "official price list" of magazines, with rules governing the agents as to sales.

THE SCHEME OF FINES.

"An elaborate scheme of fines" varying from \$5 to \$25 was instituted also, the petition goes on, to be imposed upon all who did not adhere to the various agreements drawn up by the clearing house, and fines from \$25 to \$500 were imposed upon any agency which refused to give to the Periodical Clearing House full information as to prices it may have quoted for a periodical, whether published by the defendant or not.

Libraries and other public institutions, the petition concludes, for many years prior to July, 1909, had a custom of submitting to the large agencies a list of periodicals wanted by the libraries, at the same time inviting competitive bids. The keen com-

petition between these agencies to supply a library is now impossible, because of "the aforesaid combination and conspiracy from making competitive bids," "and said libraries and institutions are forced to pay higher prices for magazines and periodicals than they would otherwise pay."

A number of magazine publishers were asked on Wednesday for their opinions about the suit, but they all declined to discuss the matter.

NOT THE PERIODICAL PUBLISHERS' ASSOCIATION.

The Periodical Clearing House is a different thing from the Periodical Publishers' Association. William B. Howland, publisher of the Outlook, who is the president of the Periodical Publishers' Association, made the following statement yesterday:

"The United States Attorney for the Southern District of New York authorizes the statement that so far as his office is concerned no suit has been brought against the Periodical Publishers' Association and no investigation of the affairs of the association is being made."

Herbert F. Houston, president of the Periodical Clearing House, said last night: "If the publishers' clearing house is an unlawful organization I am sure that every member of it will want to have it disbanded at once. It is merely an association of periodical publishers formed to maintain fair and equitable conditions

among the subscription agencies. Every publisher fixed the price on his own publications and the clearing house does not fix the prices on any publications, even though in its own membership.

CLEARING HOUSE DECLARED VALID.

"If there is anything unlawful in any degree either in the aim of the clearing house or in any of its actions the Department of Justice has never so stated, and it has had every opportunity to know everything the clearing house has done. Indeed, we asked the Attorney General a year ago through our attorney, Frederick R. Kellogg, to have a careful examination made of the contracts and plans of the clearing house. This examination was made by an attorney of the Department of Justice and we received assurances that no law was being transgressed either in letter or in spirit.

"At all times we have been most ready to have the government know just what we were doing, and I do not see how any body of citizens could have been more jealous to observe the law—and we believe we have observed it, just as the Department of Justice assured us we were doing after it had made the examination it did make at our invitation."

The only way to get information is to ask questions—We have a Questions and Answers department.

VENUS PERFECT PENCILS

17 BLACK DEGREES—6 B TO 9 H

MADE IN THE FOLLOWING STYLES



PLAIN IN FULL 17 DEGREES



WITH PROTECTOR

The Protector is made of heavy gilt metal, highly polished, fitted with the finest erasive rubber



WITH TIP AND RUBBER

May be had in any degree from 4 B to 9 H inclusive. The tip is gilt highly burnished, surmounted with a green band and fitted with a piece of the finest gray erasive rubber made.

Write for catalogue and particulars. VENUS PENCILS are carried by the leading jobbers everywhere.

Also made in Medium and Hard COPYING degrees—in 6 styles.

AMERICAN LEAD PENCIL CO. 37 WEST 4th ST., NEW YORK
173 LOWER CLAPTON RD., LONDON



EXCLUSIVE PATTERNS

IN

School Bags, Pencil Boxes and Incidentals

FOR THE SCHOLAR

SPECIALTIES AND NOVELTIES FOR THE STATIONERY TRADE



A. L. SALOMON & COMPANY

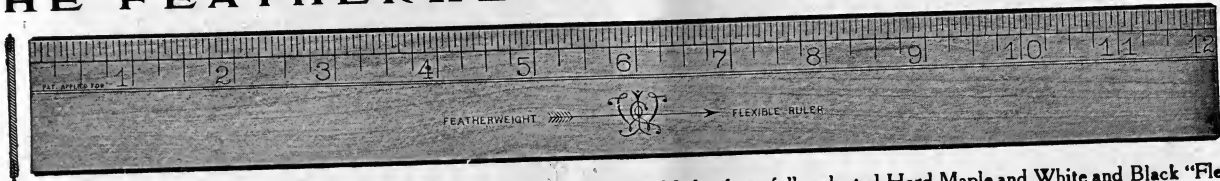
Wholesale Stationers

Aluminoid Pens

345-7 BROADWAY, NEW YORK



THE FEATHERWEIGHT FLEXIBLE RULERS



Entirely New—Flexible Ruler, Check Cutter, Book Mark and Leaf Cutter. Made of carefully selected Hard Maple and White and Black "Flexite," a material more flexible than rubber. The Wholesale Trade handling these goods will be supplied with special imprint circulars descriptive of same. WE SELL TO THE JOBBER ONLY WRITE FOR CIRCULAR AND PRICES

WESTCOTT-JEWELL COMPANY, Ruler Makers, SENECA FALLS, N. Y.

OUR LINE OF SCHOOL AND OFFICE RULERS IS COMPLETE. HAVE YOU OUR ILLUSTRATED CATALOGUE? IT IS TO BE HAD FOR THE ASKING. W. S. TUTTLE, GEN'L SALESMAN.

Christmas Letters

Enclosed in fantastic counter boxes, holding from 12 to 50 cards, letters, etc.

Are steel die and hand painted.

In this line GIBSON Genius has surpassed itself.

In style and general effectiveness these goods are absolutely unapproachable.

Eminently proper for the gay holiday season. Add to the attractiveness of your store by putting in this line.

Send in your orders early. Do not delay.

THE GIBSON ART CO. :: CINCINNATI

ESTABLISHED 1850

Note:—CINCINNATI. We have no New York Office

OUT OF THE ORDINARY!

MARCUS WARD'S "ILLUSTRATED" TRADE ANNOUNCEMENTS blanks supply a long-felt want. They are specially designed for the invitations and announcements of manufacturers of

- (1) Men's Clothing
- (2) Millinery
- (3) Ladies' Costumes

Up-to-date designs, in Sepia, appropriate to each, are included in the series. They tell their story at a glance and insure results as trade winners.

LIVE STATIONERS and PRINTERS should send for samples and prices, which will be sent on request.

MARCUS WARD COMPANY
"Royal Irish Linen"
 116-124 Thirty-Ninth Street BROOKLYN-NEW YORK

NEW "RIVAL" SELF-FILLING PEN



CLOSED

Pen is filled by simply turning the collar in the center of barrel to opening. Press hard rubber bar, release and pen is filled. No metal parts to corrode or to rot rubber sack. Has all the good, reliable features to be found in any of our pens, plus the special advantage just mentioned.

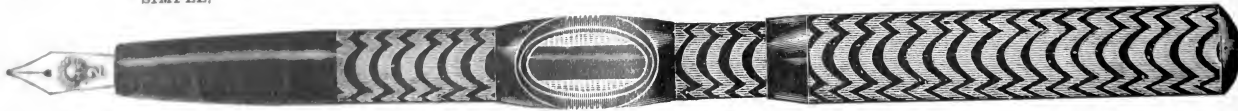
SIMPLE.

EASY TO OPERATE.

CLEAN.

3 Sizes
Retail
from
\$1.50
to
\$3.50.

Plain,
Chased
and
Gold-
Mounted.



OPEN

Catalog illustrating our full line and giving Prices and Discounts will be sent to Dealers on request. WE GUARANTEE EVERY PEN.

D. W. BEAUMEL & CO., Office and Factory, 35 Ann Street, New York

A. W. Faber's



"CASTELL"



Pencils

OLDEST AND LARGEST PENCIL FACTORY.

Packed
in
Beautiful
Lithographed
Metal
Boxes



The
Finest
Pencils in
the
Finest
Packing

A. W. FABER

Established 1761

NEWARK, N. J.

Mr. Dealer:—It is to your advantage to interest your customer. Carry a



"SWAN SAFETY"



in your trousers' money pocket; any position will do for IT CAN'T LEAK. Your client's interest is at once aroused when you take it out—unscrew the cap by a turn or so—and your customer sees it is quite clean and dry. Touch the gold pen to paper. IT STARTS AT ONCE. It must, for the new "Ladder" under feed and gold top feed holds ink always at the point; yet never lets it blot. Show the feed and show the cap.

INTEREST YOUR CUSTOMER.

Write for a \$2.50 Safety Swan to test. Liberal Discounts and Helps.

MABIE, TODD & CO. 17 Maiden Lane, New York
209 State Street, Chicago

LONDON
BRUSSELS
MANCHESTER
TORONTO
PARIS
SYDNEY

TRADE ITEMS

Because of the holiday next week retail stationers all over the country have been busy selling fireworks, bunting, flags and novelties for the annual celebration. In addition to this holiday trade there has been a good demand for post cards and souvenirs which are bought by vacationists and transient visitors. But while the business done this week was satisfactory the stationers are more concerned with the outlook for the summer season. Those situated at summer resorts in the country and at the seashore are of course sure of a good trade during July and August, provided the weather is not too unfavorable. Other stationers who are so located that they can not hope for much business during the hot weather are still enjoying a seasonable volume of trade. In jobbing and manufacturing lines new business is a little quiet, but as the political atmosphere is likely to soon clear a big crop of orders for future delivery are confidently looked forward to by the manufacturing and distributing branches of the trade.

The old established firm of H. K. Brewer & Co., which for the past seventy-five years have been located in Nassau street and since 1893 has been at 33 Nassau street, will move on August 1 to 58 Liberty street and 35 Nassau street. The firm expects to have one of the finest stationery stores in New York City and in its new location will occupy three times the space it now has. The new store will have ceilings 20 feet high and it is more than likely that a gallery will add to the attractiveness of the place. Being a corner location and with good windows to show goods in, the firm expects that the change will be a good one in every particular.

In the pictures of courageous passengers who made flights with Aviator Atwood at

Lynn, Mass., on Monday of this week, we note the face of R. S. Bauer, the well-known stationer of that city, who is also president of the Lynn Board of Trade. In speaking of the sensations Mr. Bauer said: "The experience was simply great. I did not have a single anxious moment. If one is not 'noise-nervous' the rest of it is easier and appears much safer than automobiling, as there are no narrow congested streets with crazy drivers or careless people to bother you. I believe the next few years will see aeroplanes so equipped with safety devices that flying through the air will be safer than walking now is on land. The cumbersome way of turning over the propellers, the chain-gear drive, and tremendous noise of the machine, the holding back of the aeroplane by several men while the engine gets up speed, as well as the long space now required for a getaway, will soon be nothing but history. Yes, I believe aviation will shortly prove a 20th century necessity."

The first exhibition of its products, which was held by the City of Holyoke, Mass., the latter part of last week, was participated in by all the manufacturing concerns in that city. "Products Week" was rated such a success that it will in the future be an annual feature. All the paper, pad, papeterie, blank book and other stationery supply concerns used store windows of leading dealers to show their goods.

The Thaddeus Davids Company and Carter's Ink Company cast trade competition and all thoughts of business to the winds and met on the diamond last Saturday in Hoboken with the result that the Davids company scored 17 runs to its opponent's 10. It is quite likely that the two teams will get together again and no doubt Carter's nine will make a better showing, at least the Davids nine is rather hoping it will be so, in fact expects a strong game next time.

The Periodical Publishers' Association of America held its annual convention and dinner at the Briarcliff Lodge, N. Y. After the business session the day was given up to sports and closed with a dinner at which there were fifty members. W. W. Manning of *McClure's* won first golf prize, and E. J. Wheeler of *Current Literature* the second. E. S. Moore of the *Ladies' World* won first prize at tennis, and William McKinnon of the *Pictorial Review* the second.

Department managers of John W. Graham & Co., Spokane, Wash., were entertained by Mr. Graham, assisted by Mrs. Graham and Mrs. J. J. Graham, on Thursday, June 16 at his home, S607 Monroe street. Tables, forming a T shape, were arranged on the lawn and a sumptuous meal was served.

A notable feature of the event was the length of time many of the managers had been in the service of the company, Clarence Drury, floor manager, leading off with 22 years, followed by William Heaton, book department, 16 years; Dan Woodward, paper, 15; Arthur Dunn, stationery, 15; Rowland Waltz, office supplies, 14, and Frank King, toys, 14, and others who had long been in the service of the company.

H. L. Davis, of Rockland, Me., has opened a variety store in Carney block, Damariscotta, that State.

The New Era Specialty Co. and Business Exchange of New York, was incorporated last week to manufacture novelties. It is capitalized at \$50,000, the incorporators being O. Watson, J. Kubik and H. B. Morel, all of New York City.

Stationers over the country have this week received a collection of specimens of check forms made from paper manufactured by Crane & Co., of Dalton, Mass. In presenting the collection of specimens, Crane & Co. invite attention to the superior

AN INTERESTING EXPERIMENT

will be found in keeping tabs on the re-orders of those of your customers who use Hurd's Fine Stationery.

You will learn that this excellent stationery gives that high degree of satisfaction and distinctive dignity to the user's correspondence which is bound to result in its continued use.

For this reason alone, if for none other, you should discourage the use of common papers which neither pay in profits nor please in trade confidence.

Hurd's Lawnette, as a fine writing paper, seems to have come to stay. It is growing in popularity from month to month. Our customers are re-ordering again and again, and a great many of them have made it a staple line in their departments. It is made in Steel White, Bluite, Pastel Gray, Fawn, Orchid, Perfection, Helen Pink, and Heather.

HURD'S
FINE STATIONERY

GEORGE B. HURD & CO.
Fine Paper Makers

425 and 427 Broome Street, New York, U. S. A.

We make the
best that can be
made and sell
to dealers only.

character of the forms, made possible by the use of Crane & Co.'s bond paper. This paper is made under the same supervision and with the same care as the Distinctive bank note paper, furnished exclusively by Crane & Co., to the United States Government.

The Joseph Dixon Crucible Co., of Jersey City, N. J., is calling attention to its American Graphite pencils by means of blotters having a picture of James J. Hill on the reverse side with the words, "The Empire Builder Uses Dixon's American Graphite Pencils."

Bids for stationery in the various departments of the City of Buffalo, N. Y., were opened on Saturday of last week by City Clerk Balliett. Millington Lockwood's bid of \$5,150.41 was declared to be low for all supplies, excepting those for the school department. The bids with reference to this department were on items on the whole.

The "Minute" on the death of William A. Webb, of Cincinnati, adopted by the Stationers' Social Club of that city, and which appeared in last week's STATIONER, has been entered in the records of the National Association of Stationers and Manufacturers by Secretary Byers.

The Gresham Blank Book Company is now permanently located at 316 Hudson street (near Spring street), New York, at which address it has continued its Brooklyn factory and New York office and sales-

room. By the new arrangement the company expects to give its customers even quicker and better services than heretofore. An invitation is extended by the company to call and look over its complete stock of "Superior" blank books.

At the twelfth annual meeting of A. C. McClurg & Co., of Chicago, which took place on June 13, the following officers were elected: President, Ogden T. McClurg; vice-president and secretary, William F. Zimmermann; treasurer, Richard Fairclough. In addition to the above, H. A. Gould, F. G. Browne and H. A. Kasten for the directory of the company.

By this new arrangement Mr. McClurg takes the more arduous duties of president, and Mr. Zimmermann assumes the duties formerly held by Mr. McClurg. This will, of course, insure the continuance of the same policies of the old-established house which have been so well-known in the past.

Mr. McClurg entered the house in December, 1901, where he served two years on the floor of the retail department, afterward spending various periods in practically all the other departments. He was elected as secretary and director June 16, 1903, vice-president and secretary June 8, 1909. He has been general manager of the company for several years, and actively engaged in the management of the firm's affairs. He is the son of the late General Alexander C. McClurg, founder of the house.

The Levison & Blythe Ink Co. has decided to do some advertising to get people acquainted with its extensive line. These people manufacture a very nice line of inks, adhesives, etc., and has been in the field since 1877. Although it has been getting a nice share of business the company expects to increase it materially by publicity. Frank W. Palmer is president of the firm, and is personally known to many of the trade members through the country.

It is stated that New York City produces more than one-third of the printing output of the United States. The huge New York City printing shop has no equal in the world. The noises of its almost numberless presses are continuous—day and night.

The value of the newspapers and books printed in the metropolis last year were valued at \$118,000,000. The book and job printing alone was estimated to be worth about \$73,000,000. In addition to this, more than one-half of all the music printed in the United States emanated from the presses in New York City.

This huge mass of printed matter has a considerable influence on the New York post office receipts. Last year Manhattan's post office received from the mailing of newspapers and periodicals, for points all over the United States, about \$1,720,000. The weight of this matter was approximately 36,000 tons.

BUSINESS BUILDING

¶ Deep in the inner consciousness of man is a natural desire for the best.—

¶ Cultivation develops this desire and produces results, great or small, commensurate with the effort expended.—

¶ Business built with an intelligent conception of this fundamental principle, aims to secure the best and holds fast to the best—thereby establishing confidence—the bed-rock foundation of all success.

¶ The CRANE and MADE IN BERKSHIRE papers are sure business builders because their sterling merits have won the confidence of those who are most critical and who know.

A few of the most successful

Crane's Linen Lawn
Crane's Kid Finish
Crane's Distaff
Crane's Satin Finish
Crane's Papier Ligné

Berkshire Linen Fabric
Highland Linen
Kara Linen
Berkshire Vellum
Royal York Vellum

Eaton, Crane & Pike Company
PITTSFIELD, MASS.

New York Office, Brunswick Building, 225 Fifth Ave.



SEASONABLE CARDS

Stationers Should Look Over Their Stock and Determine What Lines Should Be Featured During July.

Instead of resigning themselves to the thought that there is "nothing doing" during July and August, stationers should make an extra effort to push sales by calling attention to the many little things that are needed in the hot weather.

INTERESTING READING

Is a necessity in the hot weather
—We have all the best novels.

GOING AWAY?

If so we invite you to come in and see our "Vacation Accessories" Department.

KEEP COOL!

If you have trouble doing so, just come in and purchase Dr. Cook's book—or a big fan.

NO DULLNESS HERE

Just because July and August used to be dull is no reason for our going to sleep—Inspect our "live" stock.

BEAUTIFUL PIAZZAS

Can be made more inviting by decorating them with cut flowers
—we sell the vases.

LOVE

And all the world loves with you
—We have 1,000 love stories—
Read the titles.

A Correction

In the report of the discussion on Loose-Leaf Devices, which appeared in last week's STATIONER, Mr. Stillwell, of the Boorum & Pease Loose-Leaf Book Company, was made to say (page 6) that "the large manufacturers are ready to compete with the stationers," etc. This should have read co-operate. While we regret this error, still in the case of the company, which Mr. Stillwell represents, there was no harm done, as all stationers know that Boorum & Pease live up to their motto, "We Never Sell the Consumer Direct."

Compliments from Abroad.

We have been favored with a copy of the annual spring number of THE AMERICAN STATIONER, a journal which has made for itself its own particular niche in the trade journalism of the States. This issue is a noteworthy one, comprising, as it does, 120 odd pages of reading and advertising matter, all devoted, by the way, to the trades it so well represents. The advertisements—splendidly designed and in plentiful array—are a tonic in themselves. —Stationery World of London, Eng.

PERSONAL

Frank Bailey, proprietor of the Collins Ink Eradicator Company, Hoboken, N. J., will take his family for a cruise through Lake Champlain about the middle of the month on his motor boat. Mr. Bailey's boat has a record for fastness and evidently takes after the product of the company, as its reputation for removing ink spots quickly is well known.

J. W. A. Merckle and L. E. Williamson, of the Thaddeus Davids Company, and A. J. Koehler, of Joseph Koehler, Inc., have taken a cottage at Oscawanna Lake on the Hudson, New York, where they will spend the summer with their families. "Steve" Buckham, of the Davids company, is at the same resort now with his family.

Among the visitors to the New York market this week was W. H. Houston, of W. H. Houston & Bro., of Greenville, S. C.

Bert M. Morris, the well-known manufacturers' agent, with headquarters at Los Angeles, Cal, is now on a trip covering all the territory west of Denver.

Grown-ups, with half dollars to spend, pause in front of your window every day. Show 'em something worth while, and history—will repeat itself.—Grossett & Dunlop's Business Promoter.

DESK PADS

When you buy them be sure you are getting the best. They are the most profitable. Buy of the man who makes a specialty of them—it's a guarantee for the quality—Prices no higher than the best materials and a good profit to the dealer require.

Send for catalog.

I. SMIGEL, Mfr. 166 WILLIAM STREET NEW YORK

TYPEWRITER CARBONS & RIBBONS

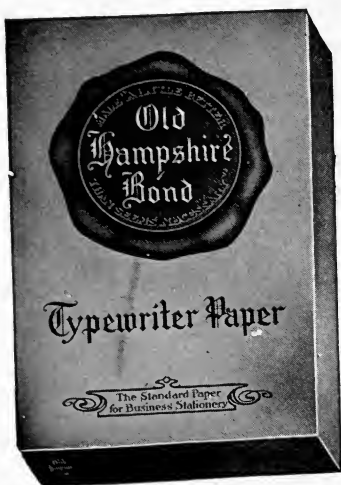


PERFECT SATISFACTION GUARANTEED

A trial order will explain why.
INTERNATIONAL CARBON PAPER CO.,
206 BROADWAY, N. Y.

AGENCIES: PHILA., KANSAS CITY, MO., LOS ANGELES, CAL., SEATTLE, WASH
INT. CARBON PAPER CO. 22 Duane St. CHICAGO

INCREASE YOUR PAPER SALES



You can sell more Old Hampshire Bond Typewriter Papers and Manuscript Covers than the ordinary kind, because your customers will come back for more, and we will send new trade thru our advertising.

The Old Hampshire line provides highest quality of stock, national reputation and exceptionally attractive boxes. Can you think of three more important factors in influencing the consumer?

Write for sample book.

HAMPSHIRE PAPER COMPANY
SOUTH HADLEY FALLS, MASSACHUSETTS

Novelties for the Trade

NEW VASES

When flowers are plentiful everyone is buying vases, etc., to display them in and



VASE NO. 5078.

for that reason the attention of the trade is called to a new line shown by the Tower Manufacturing and Novelty Company, of New York, at its fancy goods display rooms, 350 Broadway. These Colonial Vases are made in several styles and sizes, three of which we show in this issue: No. 5,078, standing 8 inches high, at \$8.40 per dozen; No. 5,079, 10 inches high, at \$13.20 per dozen, and No. 5,080, 12 inches high, at \$18.

Two other styles for thick-stemmed flowers are Nos. 5,081 and 5,082, at \$21 per dozen. These are made of heavy brass and have wide mouths and are finished in the handsome brushed effect.

EMBROIDERED CARDS

A distinct novelty in the way of Christmas and other greeting cards, show cards,



VASE NO. 5081.

menus, and calendars, has been patented by the English Fine Art Co., of St. Paul's Buildings, Paternoster Row, London, E. C. The invention consists in needlework

embroidering with ribbon, silk, cord, or other materials, such subjects as flowers, figures, or other designs, worked on silk, gauze, as a substitute for printed or painted cards. The result is highly artistic, the flowers, etc., being beautifully done by hand in colored silk threads. These dainty articles, which are designed and produced entirely in England, should catch on as they are so attractive.

ROLY POLYS

A little novelty that is sure of striking the popular fancy is known as Roly Polys, which are funny-looking images, principally of human beings, but without legs, locomotion being supplied by wheels, each body being supplied with a pair. The grotesque get-up of the Roly Polys, to-



VASE NO. 5082.

gether with the fact that they can be run around without falling over, render them a means of great amusement, especially to children. The swiftness with which they can be sent across the table, around the room or from one child to another make them a more interesting novelty than its predecessors, the Roly, the lower part of which was a round ball, which prevented the object from toppling over.

The Roly Polys are brilliantly colored, come assorted all styles in a box and sell to the trade at 60 cents per dozen and \$1.75 per dozen, the latter have movable arms, which greatly increase their life-like effect. The retail prices are 10 and 25 cents. A. L. Salomon & Co., 345 Broadway, New York, are supplying the trade.

TELEPHONE WALL TABLET

The public's appreciation of the Modern desk telephone tablet, coupled with a strong demand for a wall tablet on the same lines, has induced the maker, The Hoge Mfg. Co., of 108 Fulton street, New York, to make this addition to its products,

SEND

for a sample of

Non-Stick



PENCIL CARBON

It makes a solid foundation for pencil carbon business—it does not stick, but it does wear.

Gray back 7-10-15-
20 lb.

Manifold Supplies Co.

A. L. Foster, Pres.

O. G. Ditmars, Vice-Pres.

180 Third Avenue
BROOKLYN, N. Y., U. S.

\$500 REWARD

for information leading to the prevention of any unscrupulous parties offering an Ink Eradicator for sale similar to the well-known Collins brand and representing the same to be a Collins product.



We propose to protect our rights and legal proceedings are now pending with this end in view.

COLLINS INK ERADICATOR CO.

FRANK BAILEY, Prop.

HOBOKEN, N. J.

the output of which, with the new article, will be increased at least 50 per cent.

The Modern Telephone Tablet has had a wonderful sale throughout this country, Canada and England. A glance at the cut



will show the use and conveniences of this device. The demand for it, which the company is now filling, represents practically every section of the United States. This fact indicates that it is a good article for stationers to handle, especially as the prices are reasonable, a profit to dealer and jobber being assured. The company invites correspondence in regard to this useful adjunct to telephone service.

THE FLATTER CLIP



The picture of the Flatt-er Clip shown herewith will give an idea of the style of the new clip which was gotten out to meet the demand for an absolutely flat clip.

The Weeks-Numan Co., 39 Park place, New York, is supplying the trade, the price being 75 cents per 1,000. The Flatt-er is especially useful for sending through the mails, as by it a statement of account, for instance, can be attached to a letter without making the envelope bulge. The same holds good for checks. Because of its flatness the Post Office Department is said to be pleased with the new clip, as its use does not interfere with the stamping machines. Samples of the clip will be sent on request.

VACUUM CLEANERS

The "Banjo" Hand-operated Vacuum Cleaner, which retails for \$12.50 and is sold by the American News Company, is something every stationer would probably not care to handle. But as the cleaner supplies the need of a popular-priced article in this line stationers could probably handle it to good advantage. It replaces

the broom, because instead of making the dust fly and lodge where it must be again disturbed, the "Banjo" sucks up the dust and deposits it in its own lung, the dust container, from which it is easily removed.

The "Banjo" Vacuum Cleaner cleans rugs, carpets, matting, hardwood floors, drapery, furniture (all kinds), mattresses, pillows, blankets, clothing—everything. There is absolutely no friction or straining parts. No gears or wheels to get out of order. It is noiseless, powerful suction, compact, highly efficient, easily operated



and moved about. It costs one-third the price of any equally efficient vacuum cleaner on the market.

CHRISTMAS DECORATION

The bright-colored Poinsettia flowers are fast growing in favor as a Christmas decoration. Holly has been used from time immemorial, but since the introduction of this bright California flower the demand for holly is growing less. The Poinsettia are so attractive in themselves. Their bright, red colors and green leaves form a combination that is hard to resist as a Christmas decoration. As the natural flowers are so expensive and scarce, the next best thing is these artificial flowers, and they are made in a large variety of sizes to be retailed from 5 to 25 cents. Beistle & Co., of Shippenburg, Pa., are the recognized manufacturers of this article this season. Their line is very extensive and their prices are right.

A sample Poinsettia, which Beistle & Co. was kind enough to send us, shows a flower which is about a foot in diameter, a perfect reproduction of the natural one, even to the leaves and stem. On seeing the sample it is not surprising that Beistle & Co. are rushed with orders for the various sizes of these flowers, which are made

to retail for 5, 10 and 25 cents, the 5-cent size being of crepe paper and the 10 and 25-cent sizes of sateen. A sample Poinsettia spray is shown herewith.

Beistle & Co. are located at Shippenburg, Pa., but are represented in New York by H. Clay Emerson, of 621 Broadway, and in Chicago by Oscar Leistner, 17 N. Franklin street, that city.

Don'ts for Drummers

Don't come into a store trying to sell goods with a cigar, tobacco or gum in your mouth. It isn't impressive.

Don't be fresh with the salesladies, even though you happen to have sold them goods before; you lose their respect.

Don't say mean things about a buyer, though you have cause to; guard your mouth. You may sell him some day, if you keep your tongue, but you never will if you cast mean remarks.

Don't promise to give one firm the control of an article unless you mean it. If you don't keep your promise, your name is "Dennis" forevermore.

Don't make a buyer feel as if you knew it all and he didn't. It makes him feel sore against you, and you will be the loser.

Don't show your temper when a buyer tells you he cannot use your goods this time. It is bad taste and may cause you to lose a second attempt to show your samples.

Don't make any promises unless you intend keeping them. Better not promise too much.

Don't speak disparagingly of a competitor's goods. This never accomplishes any good.

Don't pull out your order book and say you sold Hennessy's so much and Lutey Bros. so much. The average buyer doesn't care a rap what you sold the other fellow.

Don't give a buyer a duplicate unless your firm's name and address is on it.—From the Office Helper.



POINSETTIA SPRAY.

The most expensive help you can have is cheap help. Pay your help and expect results in proportion.

July 1, 1911.

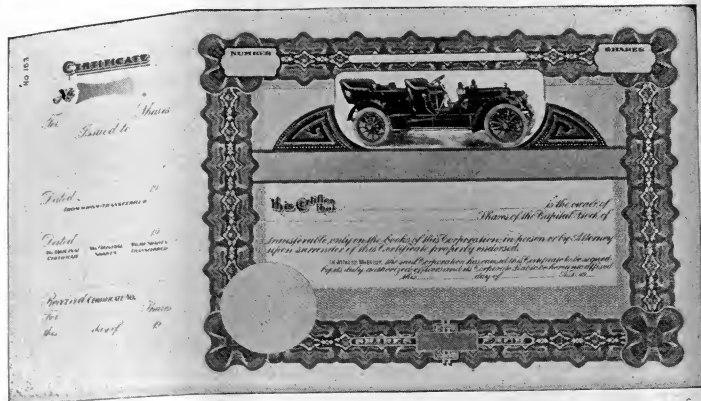
Every Stationer and Printer should have them.

Established 1879

GOES

CHICAGO.

Originators and Producers of The Blanks of Quality.



Reduced fac-simile of one of our 132 styles of Stock Certificates.

Lithographed Stock Certificates and Bond Blanks

The finest and most complete line on the market.

- 132 Styles of Stock Certificates, suitable for every industry and more to follow.
- 15 Styles of Bond Blanks for municipalities and corporations.
- 10 Styles Diploma Blanks for Colleges, High and Public Schools.
- 2 new Styles First Mortgage Real Estate Notes.

Let us figure on your next order for anything special in the line of Posters, Hangers, Show Cards, Labels, Color and Commercial Lithographing of any description.

We aim to serve the Stationer and Printer. Send for samples and prices.

1912 Calendar Pads, 72 styles and sizes. Original and artistic designs.

GOES LITHOGRAPHING CO. CHICAGO
 WM. F. KROHMER, President
 61st and Clark Sts. WE LITHOGRAPH FOR THE TRADE Address Dept. A. S.

WHAT WOMEN THINK OF KEITH'S PAPER

AND WHY DEALERS SHOULD CARRY IT

THESE TWO LETTERS SPEAK FOR THEMSELVES

BROOKLYN, N. Y., May 1, 1911.

KEYSER, W. VA., May 22, 1911.

GENTLEMEN:

Permit me to thank you for your generous sample. I shall endeavor to purchase your paper at Abraham & Straus, Brooklyn, N. Y.—my stationers. I trust they carry it.

Yours is the smoothest texture I have ever had the pleasure to use or see.

Thanking you again, believe me to be

Yours very truly,

GENTLEMEN:

Just received today your sample box of writing paper, and I cannot resist telling you that it is the best paper I have ever used.

I always use good paper, for I think no one can write a good letter on coarse, scratchy paper.

It is with a feeling of pride that I mail this afternoon, four letters written on your paper, for I know they carry with them an air of distinction and daintiness that will be admired and appreciated when received.

In the future I shall use Keith's Purity Lawn, and if I cannot procure it here I will write you.

Thanking you for the paper, I am,
 Respectfully yours,

The wise dealer will stock this stationary for two reasons. First, because the manufacturer advertises to help the dealer to sell it, and secondly, because it will please his customers and in pleasing his customers he will increase his business.

Address for further particulars, mentioning this medium

AMERICAN PAPETERIE COMPANY

ALBANY, N. Y.
 QUINCY, ILLINOIS

BOSTON QUIESCENT

While Trade is Not Up to What it Was This Time Last Year, There is Something Doing in Fireworks, Novelties and Cards.

New England Office, THE AMERICAN STATIONER, 127 Federal St., Boston, June 27, 1911.

The "Saner Fourth" idea adopted last year has taken such a firm hold on the Young America of this section that it had been thought it would affect the fireworks sale this year, but from present indications the sale on this line is going to be as large if not larger than for any previous year. There will be less of the powder and cannon variety but this loss is more than offset by the increase in demand for the smaller sized crackers and night displays.

With the setting in of the vacation season there has been an inrush of visitors to the city who have helped to stimulate the sales on novelties and post cards, while the fine weather has increased interest in outdoor accessories and sporting goods. There is not much doing in staples and the counter trade has shown a decline while commercial stationers state they also are in a receptive mood as relates to orders. Taken as a whole, the local situation is hardly up to what it should be at this time of the year.

OVER A CENTURY OLD.

The Boston Post, one of our local daily papers, has been featuring the old concerns of this city in its columns for several months, the latest to be thus mentioned is J. L. Fairbanks & Co., of which Abner K. Pratt is owner. This concern has been conducted as a stationery store for over 113 years, and is one of the oldest business concerns in the city.

Walter F. Cushing, of Adams, Cushing & Foster, who has been confined to his home for over six months, surprised those in the store on last Friday by his appearance there for a few minutes. With continued improvement he expects to return to business during August.

John R. Sherman, representing the Eaton-Dikeman Company, of Lee, Mass., made his initial call on the local trade during the past week, displaying a new line of blotting papers which his concern is putting out.

R. C. Mackie, representing Samuel C. Tatum & Co., of Cincinnati, has been here during the past week and on Saturday took in the outing of the Stationers Association. From the side lines he witnessed the doings of the ball players and many times was heard to remark, "They did not do it thusly in the old days." Of course he was referring to last year.

Among the few traveling men to call on the trade here during the past week were

Charles K. Wadham, representing Z. & W. M. Crane, of Dalton, Mass; J. A. Sherman, of the Sherman Envelope Company; W. H. Nelson, representing the Whitcomb Envelope Company; A. Van Hise, representing C. Howard Hunt Pen Company; and J. F. Briggs, representing the Conklin Fountain Pen Co. A. A. TANYANE.

Back to Nature

A Hen is not supposed to have much common sense or tact, yet every time she lays an egg she cackles forth the fact.

A Rooster hasn't got a lot of intellect to show, but none the less most roosters have enough good sense to crow.

The Mule, the most despised of beasts, has a persistent way of letting people know he's 'round by his insistent bray.

The Busy Little Bees they buzz; bulls bel- low, and cows moo, and watch-dogs bark, and ganders quack, and doves and pigeons coo.

The Peacock spreads his tail and squawks; pigs squeal, and robins sing, and even serpents know enough to hiss before they sting.

But Man, the greatest masterpiece that Nature could devise, will often stop and hesitate before he'll ADVERTISE.

—From Byck's Broadside.

STAMP CONVENTION

(Continued from page 3.)

Dealers." The address was closely followed by those in attendance, and dealt largely with the relation of stationers to the stamp manufacturers, the speaker advocating a working agreement between the two which would give to all a fair profit and maintain prices in order that this might be accomplished.

PERMANENT ORGANIZATION FORMED.

It was then moved, seconded and carried that a permanent organization be effected, and that it be named the International Stamp Manufacturers' Association. Both motions were adopted with great enthusiasm.

After luncheon an interesting address by B. B. Hill, of Philadelphia, who has been for many years identified with the business, was listened to and most heartily applauded.

A committee on by-laws made its report, and with amendments proposed, these by-laws were adopted.

The evening was spent by the members at the Princess Theater, which was at the expense of the association. This was a feature of the entertainment which met with much commendation from the membership.

ADDRESS ON COST OF PRODUCTION.

On Thursday morning, an address on the "Costs of Production," by Louis Melin, was the first thing in order, and proved to be a useful and instructive paper on a sub-

ject which has caused no end of trouble for manufacturers of stamps. A general discussion following the address disclosed this fact. The report of the catalogue commission of the association was then received and generally discussed in an interesting manner.

THE OFFICERS ELECTED.

Following luncheon the nominating committee made its report recommending the election of the following as officers of the association for the ensuing year:

President, M. L. Willard, Superior Type Co., Chicago.

First Vice-President, A. E. Cornell, Twin City Supply Co., Minneapolis.

Second Vice-President, Geo. S. Holihan, Stewart & Holihan, New York.

Third Vice-President, John S. Cook, R. S. & S. Works, Atlanta, Ga.

Fourth Vice-President, Harry F. Dye, Patrick & Co., San Francisco.

Secretary, Wesley A. Stanger, Office Outfitter, Chicago.

Treasurer, J. E. Emerson, Globe Stamp Works, Boston, Mass.

Directors, Jas. P. Cooke, J. P. Cooke & Co., Omaha, Neb.; David Forbes, Grand Rapids, Mich.; Henry Hanson, Chicago; Jas. K. Sleeman, Cincinnati; G. W. Randall, Los Angeles Stamp Co., Los Angeles.

Auditors, A. P. Cail, Winnipeg; Hugo Kregel, New York; C. E. Steiner, St. Louis.

The report of the committee was unanimously adopted, and was received with great enthusiasm.

RIDES BY BOAT AND AUTOMOBILE.

A ride on Lake Michigan was the entertainment offered for the evening and was greatly enjoyed, as by this time the members were ready for the rest which the opportunity afforded.

The session concluded with that of Friday morning, which was largely given to winding up the unfinished business of the association. An automobile trip was taken by such as desired in the afternoon, and the banquet brought the convention to a close.

THE CONVENTION A SUCCESS.

The convention was a successful one from every standpoint, and has accomplished much in the way of providing the machinery necessary for putting the industry on a sound basis. To the entertainment committee many thanks are due for the thoughtful manner in which they provided for the entertainment of the guests. President Willard is highly spoken of for the fair and impartial manner in which he presided over the deliberations of the body. The following gentlemen comprised the committee on entertainment: C. W. Martin, Charles Taylor, Henry Hanson, Gustave Meyer, E. N. C. Beckford, Walter E. Deppert, George A. McGriff, P. A. Salisbury, Chicago; J. M. Curtis, Cleveland. THOMPSON.

July 1, 1911.

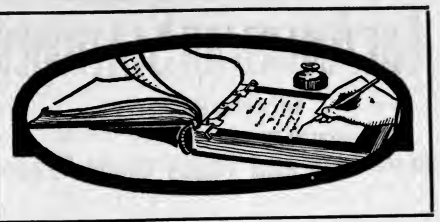
CROWNED WITH EXCELLENCE



Write us for Samples and Prices

Send for Descriptive Catalogue

BINNEY & SMITH CO., 81-83 Fulton St., NEW YORK



Ink Copies

Obtained While Writing

This appeals strongly to the man without an office force and to those who write business letters at home.

Pen Carbon Letter Books

No Press No Water No Brush
Any Ink Any Pen Any Paper

You have many customers who would thank you if you introduced them to this book. They will find it of real use provided it contains Ditmar's Genuine Pen Carbon, the Pen Carbon which gives good clear copies and makes friends for you.

Small store keepers and tradesmen will find the

Pen Carbon Bill Copying Book

a money saver—one writing for bill and copy. Write us today for price list and circular matter

1912
EXCELSIOR DIARIES
NOW READY



KIGGINS & TOOKER CO. 35-37 Park Place
NEW YORK

DITMARS-KENDIG CO.
278 Douglas Street, BROOKLYN, N.Y.

THE AMERICAN STATIONER

ESTABLISHED 1874

DEVOTED TO THE INTERESTS OF THE

Stationery and Fancy Goods Trades

PUBLISHED EVERY SATURDAY
BY THE

LOCKWOOD TRADE JOURNAL COMPANY

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C. H. JONES, President. L. E. JONES, Secretary.
G. W. JONES, Treasurer.

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THE AMERICAN STATIONER is the pioneer publication in its field and has long been the Recognized Organ of the Stationery and Fancy Goods Trades of the United States and Canada.

Its bona-fide circulation is more than twice as large as that of any other stationers' journal in the United States.

The Hershberg Company, Atlanta, Ga., writes: "It gives us great pleasure to renew our subscription with you, as we are always on the lookout for 'The American Stationer.'"

A MAGAZINE TRUST?

Stationers will be interested in the suit of the government, reported in this week's issue, for the dissolution of the Periodical Clearing House, which, as might be assumed from the name, is maintained in the common interest of the magazine publishers who belong to it. As stationers as a rule also sell books and magazines this effort of the government to re-establish price competition among the publishers will be followed closely as trade interests are at stake. In time, too, we will know what "reasonable" restraint of trade means.

It is charged by the government that the defendants have been and are still engaged in an unlawful combination and conspiracy to restrain the trade and commerce among the several States and Territories of the United States, and with foreign nations, in magazines and other periodical publications; that unlawful acts have extended over a period of about two years, and that all of the defendants have been actuated by wrongful intent to restrain trade. The

petition contains the interesting descriptions of the trade and commerce restrained, and describes the method of "clubbing" various magazines under reduced rates, and selling them to subscribers in a manner which stifles competition by the independent dealers.

The suit filed in New York against the Periodical Clearing House is in no sense brought against the Periodical Publishers' Association, the organization which is fighting at Washington Postmaster General Hitchcock's policy of advanced postal rates on magazine advertising matter.

Dispatches from Washington reported that the Periodical Publishers' Association had been under investigation for six months. In this connection William B. Howland, who is the president of the association, said in answer to this that: "The United States Attorney for the Southern District of New York authorizes the statement that so far as his office is concerned no suit has been brought against the Periodical Publishers' Association, and no investigation of the affairs of the association is being made."

PRICE MAINTENANCE.

The question of stationers being forced to sell some lines at prices fixed for them by the manufacturers is one that is still agitating the trade and one that will no doubt figure in the future decisions of the Supreme Court, as there are many aspects of the practice that have not as yet been adjudicated.

As bearing on this question and also as relating to the suit of the government against the Periodical Clearing House, *The Publishers' Weekly* has an editorial in its issue of June 17 that presents the case in favor of price maintenance with unusual clearness and force. We quote below a few of the striking passages in the editorial referred to which by the way seems to be highly inspirational; its substance being pertinent to the action of the government in the suit against the Clearing House:

"No fallacy is more general or more often urged than that fixed prices restrict competition or are in 'restraint of trade.' Unless there is a combination to fix such prices abnormally high, higher, that is, than the general laws of supply and demand would place them, nothing could be further from the truth.

"Price-cutting is a confession of laziness. The publisher who puts the price of his

book up to \$1.25 net, or the retailer who sells it, when his rival across the way is selling a similar book for \$1.08, has not ended his troubles by boosting the price. He has but just begun them, for now he must get so actively at work on his book and its improvement that the would-be purchaser will perceive a greater value in his book at \$1.25 than in his rival's at \$1.08. Making the book buyer see that additional value in the higher-priced article is what constitutes genuine salesmanship; and such salesmanship deserves its reward.

"Every net price article, books—or safety razors, hats and fountain pens—so far from having throttled competition by price maintenance, is continually subject to the fiercest kind of competition. That this competition is one, not of prices, but of values, merely disguises the fact; the competition is there just the same."

ROUNDABOUTS

BY THE TRADE LOUNGER.

By the time this issue of *THE STATIONER* sees the light the trade, broadly speaking, will be divided into two classes: one that "beat it" for out-of-town Friday night; the other that had to stay and mind shop or take stock.

As my sympathies are naturally with the under-dog I can appreciate just how the fellows feel who had to stay in town while the lucky-dogs are away enjoying themselves. For if there is anything that will make an anarchist out of a man it is being forced to stay on the job while the other fellows are having a good time in the country or at the shore.

We wouldn't dare print the thoughts of the man who has to take stock beginning on Friday night and ending next Wednesday morning. We just wouldn't, that's all.

For the fellows who have to stay at home and work over the Fourth there is just one consolation—prayer! And if he prays I'll bet a cent he prays that it RAINS like —, so the lucky (?) dogs may all get good and wet.

"Why don't some stationers make money? I tell you one reason why."

The above was preliminary to an outburst of indignation on the part of an ink manufacturer.

"We make ink and we help make a market for it, and expect the stationers to make something by supplying the demand—but some of them don't! Just to show you why, I will say that recently I worked up a little business in our product and then passed the prospective customer over to a stationer. The customer wanted our ink, which retails at 60 cents a quart.

"Instead of asking the regular price for our ink, what do you think that stationer did? What? Why he billed it for fifty cents.

"And still we wonder at crime—and bankruptcies."

BOSTON OUTING

A Big Attendance, Double That of Last Year, Enjoy a Day's Fun Under Ideal Conditions—A Comedy of Errors.

(From Our Regular Correspondent.)

BOSTON, Mass., June 27.—Favored with an ideal day, smooth water and a comfortable boat, nearly two hundred members and friends of the Boston Stationers Association left Boston on Saturday afternoon for their second annual outing at Nantasket Beach. The fact that the attendance was nearly double that of last year was evidence that a good time was anticipated and none were disappointed except the losers of the baseball match.

A MEMORABLE BALL GAME.

As soon as the boat made its landing everyone headed for the athletic field to witness the slaughter of the married men, but the latter failed to materialize and two nines were selected from those present to entertain the audience. And entertain they did. Of course the umpire was not selected to entertain the audience and it has only just leaked out that he appointed himself the arbitrator of the event. As after events proved, if he had only left the appointment to some one else he would never have been chosen. There is no mystery about whom he was—just plain McLeavy was his name before the game. It would be a shame to tell the names the losers applied to him before its finish.

WADHAM ROASTS THE UMPIRE.

Now Mac is a round built chap, about the proper height, with a reputation and a beaming smile which is said to be a winner among the ladies in the trade. With the latter he is now in disfavor, as they sent Charlie Wadham as their emissary right out onto the diamond to tell Mac their opinion of his judgment—and Charlie delivered the message with a spell of oratory never heard before in the history of the stationery trade. Did Mac wince? Not he. He knew he was to be with the winners and get one of those handsome scarf pins. Then again the ladies admire winners even if they dislike them as individuals.

THE SCOREKEEPER RATTLE-BRAINED.

While the umpire played an important part in the game there were others, for instance, a scorekeeper by the name of Riddle. He is the fellow who during the game of last year stopped to argue with his fellow player in the outfield as to who should make the catch of a fly ball hit near their territory, and who in the middle of his argument was hit on the head by the ball. It is said that blow affected his vision and there is no doubt of it now—that is if we are to believe the losers. They accuse him of not seeing the runs as they came over the plate.

STUNTS THAT SAVED THE DAY.

As to the ball tossers there was Barker who last year was likened unto a Hans Wagner and who this year gave the finest exhibition of how the game should be presented to the opponents as was ever witnessed. His star even shone on the coaching lines when he called to his players to "come back" (as though they were "has beens") when they were endeavoring to score runs on safe hits. There was Alexander as serious as if, the victory depended on him and his side partner, Frolich, who would dash madly after a fly ball going over his head, and spying the runner legging it around the bases, forget the course of the ball and race after the runner in his effort to stop him from scoring. Adams was a star on the retrieve, while Reynolds

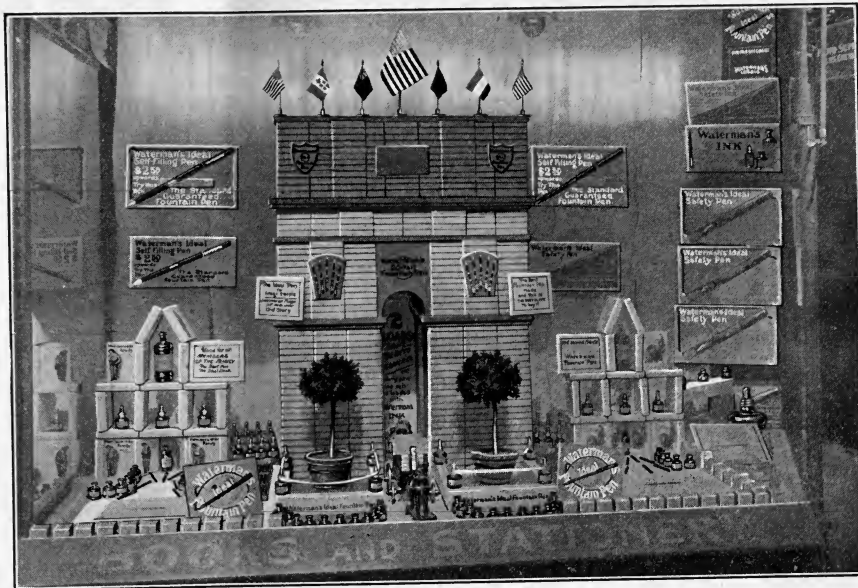
A Unique Window Display

The description of a window display given below is by Otto Ulbrich, of Buffalo, N. Y., so the illustration should be noted in reading the description.

"The centrepiece is a model of the famous Arc de Triomphe of Paris, made entirely out of regular blue Waterman's Ideal Fountain Pen boxes. Passing under the arch is a toy horse and wagon loaded with Waterman's Ideal Fountain Pens, with a sign in back reading.

"Two loads for Otto Ulbrich Company. Every pen we sell is loaded with Waterman's Ink."

In the foreground of the arch there are two parkings fenced off with ribbon fastened to corner posts of Waterman's Ideal Ink bottles, miniature trees being set



UNIQUE WINDOW DISPLAY BY OTTO ULBRICH, OF BUFFALO, N. Y.

and Shaughnessy surprised themselves and the audience by a couple of pick-ups and put-outs. In chronicling the doings of the losers, the pitching of Kelley should not be overlooked, though his misdeeds will never be forgotten.

ENTITLED TO HONORABLE MENTION.

On the winning side George Pratt, a son of Abner K. Pratt, who had been telling of his past deeds as a ball tosser to everyone who for the past three weeks would lend an ear to his story, fully sustained the reputation he had been trying to establish. His efforts came in threes—three hits, three times to bat, three put-outs, three errors (forgotten), and three runs scored. Was he not a proud son? Then there was Richmond, a former power in his class boat at Harvard, just being introduced to the stationery trade by his brother and it was a most auspicious event. He covered himself with glory; at least he smiled as if he believed it. The home run of Woods was another feature, while Hayes as a pitcher

(Continued on page 22.)

out in the parkings. On top of the arch are the flags of all principal nations, and, set on the arch, a sign in connection therewith, reading:

"The Ideal pen for Ideal people. Sold under all flags, but made under Old Glory."

Another sign resting on the arch reads:

"The best fountain pen made—and this is the best place to buy it."

To the left there is constructed the outline of a house made of Owen Wister's well-known book, 'Members of the Family.' A sign set up on same reads:

"Good for all members of the family—the best pen—the best book."

To the right there is outlined another house made of Oppenheim's famous book 'The Moving Finger,' and set on same a sign reading:

"The moving finger writes best with Waterman's Ideal Fountain Pen."

The entire color scheme, layout, uniformity of idea and selling suggestion provided a most attractive and successful window display. The kind that sells pens."

CANADIAN NEWS

While Trade Is Quiet the Sales for Future Delivery Are Satisfactory—Changes in Interest and Personal Mention.

(From Our Regular Correspondent.)

TORONTO, June, 1911.—General conditions in the stationery trade at present throughout Canada are quiet. Orders for immediate delivery are small, though considerable mail-order business is to be noted. On the other hand the wholesale houses are well pleased with the volume of bookings for fall, which show substantial increases over last year. The West is, of course, the buoyant section and buying in this part of the country has been heavy in anticipation of a bumper crop this fall. There are those who are inclined to view the situation in the Western provinces with some concern believing that the people are over-reaching themselves, but as long as the crops turn out well, there need be no serious grounds for apprehension. Ontario and Quebec provinces are in a healthy and prosperous condition and even the maritime provinces, which are usually regarded as ultra-conservative, are showing more life.

GOOD OUTLOOK FOR GREETING CARDS.

Business in private greeting cards, which has become quite an item with progressive Canadian stationers, is starting out well, with every indication of a good season. June is the month when the retail trade receives its sample books from the manufacturers and begin to canvass the public. Each year sees an earlier start being made, as the trade realizes that purchasers of these cards like to make an early selection before all the best samples have been picked up. The best cards are made in England, necessitating the placing of orders early to insure proper printing of the inserts.

HOLIDAYS INCREASE DEMAND.

This year there have been an unusually large number of public holidays which have been of considerable benefit to the retail trade handling novelties, flags and other decorations. First came Victoria Day on May 24, which is always well observed in Canada. Following it on June 7 the King's Birthday was celebrated. On June 22 came Coronation Day, when every city and town in Canada was decorated and celebrations were held everywhere. Then Dominion Day falls on July 1 and corresponds with the American Fourth of July. All these events are good for trade in their way and lead to the sale of those articles which are necessary for the proper enjoyment of the day. The coronation in particular was found useful for selling all sorts of goods from coronation note

paper to coronation pins. In fact everything was labeled coronation for several days, both before and after the event.

FEW CHANGES IN TRADE PERSONNEL.

There have been practically no changes in the personnel of the trade during the past month. Travelers reporting at headquarters at the end of the week have found conditions much as usual everywhere.

Warwick Bros. & Rutter, Toronto, wholesale and manufacturing stationers, are making an extensive addition to their factory which will give them fifty per cent. more floor space.

Mr. Crowe, of Truro, Nova Scotia, whose place of business was destroyed by fire last spring and who has since been rebuilding, was in Toronto last week laying in a complete new stock of stationery.

William Allen of T. C. Allen & Co., Halifax, Nova Scotia, accompanied by his family, passed through Toronto last week to visit friends in Ontario.

W. Smellie, who represents Geo. B. Hurd & Co., has settled down for his vacation in Toronto, where he will play golf whenever he can scrape up a match. At present his complaint is that Saturday is the only day in the week when he can find an opponent.

F. P. McCarthy, stationer, Indian Head, Sask., is at present in the East doing some buying.

CHANGES IN INTEREST.

The book and stationery business of Robert Crossland, Zealandia, Sask., has been purchased by W. J. Russell.

The Bon Ton book and stationery store has been opened in the Francis Block, Fort William, Ont.

J. G. Keenan has purchased N. W. E. King's book and stationery business in Barrie, Ont.

The stationery stock of the late Warren J. De Beck, Fort George, B. C., has been bought by G. Baker.

Geo. L. Brown, of Castor, Alta., has opened a branch stationery and drug store in Haneyville, Alta.

William Cauldwell, head of the William Cauldwell Paper Co., Montreal, died on June 19. Mr. Cauldwell was for many years connected with the Brown Bros., Limited, wholesale stationers, Toronto, and went to Montreal in 1902 as sales manager of the Canada Paper Co. In 1909 he established the Cauldwell Paper Co. He was one of Montreal's most prominent business men.

THE SALES-BOOK CONSOLIDATION.

A consolidation of sales-book manufacturers has just been made, in which both American and Canadian interests figure. Those in the consolidation are the American Salesbook Co., of Elmira, N. Y., the Varter-Crume Co., of Niagara Falls, and the Eastern Salesbook Co., of Glendale,

L. I. The new concern will be called the American Salesbook Co., with headquarters at Toronto and a capitalization of ten million. The dominant personality in the merger is S. J. Moore, of Toronto, who becomes president. The vice-presidents are Robert Kilgour, Toronto and W. H. Lovell, Elmira; secretary, M. R. Watts, Toronto; treasurer, W. D. Van Horne, Elmira; general manager, A. M. Bovier, Elmira.

It is announced that the Hugh Imlay Co., envelope manufacturers, of Aberdeen, Scotland, will erect a branch factory in Ottawa in the near future. Representatives of the company were in Ottawa recently looking over the ground.

W. A. C.

BOSTON OUTING

(Continued from page 21.)

was desirous only of striking out his co-worker, Kelley. After the many deeds and misdeeds the audience cheered, the game was called and the score was—you will have to ask Riddle. The winners were then presented with handsome scarf pins. Even McLeavy got his.

THE OTHER EVENTS.

Yes, there were other events on the day's programme: The three-legged race, won by Kelley and Seaver; potato golf, won by W. E. Plummer; rolling hoops, won by Miss Danby, Miss Coughlin second; potato race, won by Miss Belyea, Miss Bonner second; and the candle race, won by Miss Sullivan, Miss Shute second. The prizes for these events were pocket knives, silver pencils, Waterman fountain pens and boxes of papereries. Every lady present was presented with a leather card case. The dinner wound up the afternoon pleasure and it was a fitting climax to the occasion. In the evening the fireworks and band concert were enjoyed until the last boat was ready to depart for the city and the evening sail up the harbor was a real treat.

The bunch of live wires who handled this affair are deserving of the thanks of the entire trade for making it such a success. They were W. J. Chaplin, F. J. McLeavy, H. W. Poulson, William Frost and P. H. Riddle.

A. A. TANYANE.

Sanitary Drinking Cup a Success

With the advent of the warm summer months when countless picnics and outings are taking place every day all over the country, the business in the latest product of the American Paper Goods Company of Kensington, Conn., the sanitary drinking cup, is rapidly increasing. The concern at present has orders for millions of these little waxed paper contrivances, and the machines used in their manufacture are kept running for ten hours every day.

At present the work of building three additional machines is being pushed.

July 1, 1911.



EUREKA EYE SHIELD

SAVE YOUR BREAD WINNERS

The Eureka Eye Shade protects the eye on all sides. Made of Green Celluloid, neatly bound. Costs 25c each. Sold by all dealers. Manufactured by Chicago Eye Shield Co., 128 So. Clinton St. Chicago, Ill.

It gives double wear where necessary

To fully appreciate the real TYMPAN, you should ask us for free samples; then compare our specially manufactured TYMPAN and satisfy yourself of its super-strength.

Swederope Platine Tympan

is a product made up from a knowledge of what the printer requires, is made to wear where the wearing qualities are important.

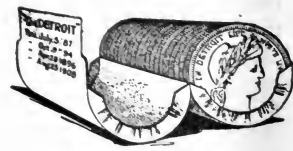


Detroit Sulphite Pulp & Paper Co.

Makers of Papers of Strength
DETROIT - - MICHIGAN

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Mr. Stationery Dealer Don't Miss Your Share



of this trade. We will help you get it by furnishing you imprinted advertising matter of our products FREE

Write us to-day.

The Detroit Coin Wrapper Co. Detroit, Mich. Toronto, Ont.

A TWO-FOLD OPPORTUNITY

IS PRESENTED TO DEALERS WHO WILL HANDLE

DAVIDS' ELECTRO CHEMICAL WRITING FLUID



It will enable him to satisfy and please customers as well to add materially to his profits. We are now putting it out in a new dress—new style label, new style bottle. The ink—that remains the same—THE BEST—as it has been for over 85 years.

LET US PROVE IT TO YOU

THADDEUS DAVIDS COMPANY
95-97 Van Dam Street Established 1825 NEW YORK

Acme Plate

Portable Blackboards

DEALERS:

Send today for our new 120 Page Catalogue "F G" a complete directory of Blackboards and School Supplies



Sample of our ACME PLATE free on request. Made in black and green.

Adopted by U.S. Government. 120,000 ft. recently shipped to Philippines.

We are the largest Manufacturers of Blackboards and School Supplies in the world.

American Seating Company

218 S. Wabash Ave., Chicago

We Are The Largest Manufacturers in United States of Rubber Bands.

A number of factors have contributed to give us this prestige, square dealing, reasonable prices, and a five-year guarantee which is behind the quality of our products. You will please your customer with *Ajax Rubber Bands*. Write for samples and prices.

Largest Rubber Band Manufacturers in the United States.

Tyer Rubber Co. - Andover, Mass.

STEADY IN CHICAGO

Stationery Business Reported Fairly Good
—Globe-Wernicke Co. Revising Price
Catalogue—Gibbs on a Vacation.

Western Publication Office,
431 South Dearborn Street,
CHICAGO, JUNE 27, 1911.

Business in stationery lines continue about as reported last week. While trade is not by any means of the "rush" order, there is nevertheless a steady volume, and business is fairly good. Office equipment houses report that they have had an improved business the past two or three weeks, and have been fairly busy taking care of their trade. A fine rain storm extending over a period of three days has visited this section and supplied badly needed moisture to the ground, and materially increased the prospects for good crops this summer.

The Globe-Wernicke Company, of Cincinnati, is getting out a revised list of retail prices to apply to stationers' catalogue No. 610. This list is intended to take the place of the one prepared with the cooperation of the National Catalogue Commission which was issued as their catalogue No. 609. The revised proof sheets are now in the hands of the commission and Messrs. Gibbs and Stevens expect to put in several hot nights this week reviewing them.

GIBBS TO TAKE A VACATION.

Fletcher B. Gibbs is planning to join his family at Ephraim, Wis., on or about July 1, and will remain with them for several weeks. No, this action is not the result of any summons from Wisconsin as the result of the publishing of certain doings of that estimable gentleman recently, but is a desire on the part of Mr. Gibbs to secure a season of rest after a year of strenuous work.

The Fourth of July will be observed by all stationery houses, which will be closed on that day. A big parade is planned for the downtown section, and it is expected that many novel floats will be in line. Speeches and music have been provided for numerous parks in the city, the speakers being relied upon to furnish sufficient fireworks for the day, in the absence of the other kind, which have been prohibited.

WATERMAN VISITS CHICAGO.

Frank D. Waterman, president of the L. E. Waterman Company, New York City, is in Chicago for a conference with the traveling men and representatives of the company in this territory. Mr. Waterman expects to remain here the remainder of the week and will return to New York on Sunday. He is accompanied by Mrs. Waterman, and they have been kept busy outside of business hours in calling on the numerous friends as well as relatives in this city. Mr. Waterman formerly was on the

road in this section and has a wide acquaintance both in Chicago and other places in this vicinity.

J. W. Lindau, Jr., of Lindau & Seligman, who has been calling on the Chicago trade, left yesterday for the East.

Sam Mayer, manager of the Chicago office of the Joseph Dixon Crucible Company, is in New York and the East, and is expected to return in a short time.

W. H. Troup, representing Henry Bainbridge & Co., who has been on a trip to the Pacific Coast, is expected in Chicago, July 5th, and will stop off for a short time before returning to New York.

Paul S. Keller, representing the C. Howard Hunt Pen Company, is calling on Chicago stationers this week.

T. C. Keys, Charles Borg, A. W. Thomas and Godfrey Sparks, all representatives of L. E. Waterman Company, are in the city attending a conference with Frank D. Waterman, president of the company, relative to matters of interest to the business.

Mr. and Mrs. F. F. Harris, who have been in the East for two weeks, during which they visited in Portland, Me., and in Boston, returned home today and Mr. Harris is expected to resume his desk in the Chicago office of Carter's Ink Company tomorrow.

Peter Peterson, in charge of the Chicago office of the White & Wyckoff Company, is away on a trip over a portion of his outside territory. Mr. Peterson is making a decided success in the field he has chosen and is steadily working up a substantial business for his firm in this field.

Globe-Wernicke Skeels, of the Globe-Wernicke Company, Cincinnati, is interviewing the trade this week in the interests of his firm, with excellent results in the shape of substantial orders.

Joe Hildreth, representing the Esterbrook Pen Company, has been busily engaged in calling on the trade here the past week.

Congratulations are being extended to R. D. Hudson, long a salesman for the L. E. Waterman Company, on his marriage to Miss Eva Terwilliger, an estimable young lady of this city. The happy couple were married in Austin, West Chicago, and are spending their honeymoon at Cedar Point, Ohio. It is expected that they will make their home in this city.

Miss Marguerite Bellman, daughter of Charles N. Bellman, of the Franklin Printing Company, Toledo, sailed from New York on Saturday last on the Celtic for a summer in Europe.

J. A. Simmons, who conducts the Lakeview High School stationery store on Irving Park boulevard, on the North Side, left on Thursday last with his son for England, where the two expected to remain for a couple of months or so.

C. A. Elsy, Western representative of the Aiken-Lambert Company, is in the city, having just returned from an Eastern trip. I. P. Faber, representing L. & C. Hardt-

muth, New York, stopped off in the city for a short time on his way to his summer home at Marshall, Mich., where his family preceded him. Mr. Faber is planning to spend as much of his time as he can at this point during the summer. THOMPSON.

OBITUARY

WILLIAM H. DOUGHERTY.

William H. Dougherty, formerly president of A. Dougherty, Incorporated, manufacturers of playing cards at No. 139 Franklin street, New York, died late Saturday night at his home, No. 572 Madison avenue, that city. A hemorrhage of the brain with which he was stricken last Saturday afternoon was the cause of his death. The funeral was held in St. Patrick's Cathedral, on Monday, at 11 o'clock, the burial being in the family plot in Calvary Cemetery.

Many of the processes in the manufacture of playing cards were originated by Mr. Dougherty. He was born in Brooklyn in 1854, son of the late Andrew Dougherty. Following his graduation from the Brooklyn Polytechnic Institute he became associated with his father in the manufacture of cards. Upon the retirement of his father he became a partner in the firm with his two brothers and later was president of the concern. As such he remained actively engaged up to a few months ago, when he retired.

Mr. Dougherty had been an ardent sportsman and since his retirement devoted a great deal of his time to riding, fishing, rowing and other outdoor sports. After his father died, several years ago, Mr. Dougherty succeeded him as trustee of the Brooklyn Benevolent Society. This institution looks after the Catholic poor in Brooklyn. Mr. Dougherty was a member of the Hamilton Club, Brooklyn. He leaves a wife, one son and a daughter.

Ancient Inkstands


An inkstand that was probably in use 3,400-odd years ago is now exhibited in a Berlin museum. It is of Egyptian make and is supposed to belong to the eighteenth or nineteenth dynasty, or somewhere about 1,500 B. C., although its real age can be judged only approximately.

It is made of wood and has two compartments, an upper one provided with two holes, one for black and one for red ink, and a lower one for holding reed pens. The black and the red ink are certainties; for some still remains, in a dry condition, within the receptacles.

Another ancient inkstand is supposed to have been intended for the use of a schoolboy. It would certainly hold ink enough for a schoolboy's needs, for it has no fewer than four ink holes. Both inkstands were found at Thebes.

Send us in samples of your window show cards—Others would like to see them.

**"KOH-I-NOOR"
and
"Mephisto"
PENCILS**

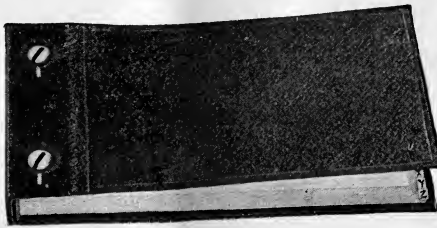


Imported Direct

"Koh-I-Noor" and "Mephisto" pencils should be part of the stock of every stationer. These products of L. & C. Hardtmuth represent the highest achievement in Pencil Manufacture. The Sale of "Koh-I-Noor" and "Mephisto" Pencils means selling satisfaction; and nothing contributes more to business success. Ask for *quantity prices* — we are *direct importers* and prepared to fill all orders promptly.

Lowman & Hanford Co.
616-620~ FIRST AVENUE
WHOLESALE STATIONERS
SEATTLE

"TATUM'S"
The Original Post Price Book



"Can be limited but not duplicated."
The big sales of this book prove it the ideal one for pocket use.

Screws Operate by 1/8 Turn
No loose parts. Write for descriptive matter 27E.

THE SAM'L C. TATUM CO.
Main Office and Factory, . . . CINCINNATI, OHIO
NEW YORK OFFICE, 180 Fulton Street

**If it's Anything in the Line of
Paper for Stationer or Printer**

WE HAVE IT

CARTER, RICE & CO., Corporation
BOSTON, MASS.

MANN'S COPYING BOOKS AND PAPER
Established Lines to Meet Every Requirement
Exclusive Agencies Will Be Established

WILLIAM MANN COMPANY, Manufacturers
PHILADELPHIA

Franklin Paper Co., } **Manufacturers of**
HOLYOKE, MASS. } **INDEX BRISTOLS, WHITE BRISTOL BLANKS, Etc.**

THE NELSON CORPORATION
EXCLUSIVE MAKERS OF EVERY KIND
AND STYLE OF LOOSE LEAF BINDING
DEVICE FOR THE RETAIL TRADE.
RULED AND PRINTED SHEETS FOR SAME
443 WELLS ST., CHICAGO, ILL., U.S.A.

HENRY LINDENMEYR & SONS
Our Standard Grades of Flat Writing, Writing Papers, Linens, French Folios,
Fine Thin Papers and Manila Writings are Shown in the Blue Book. Send for it.

PAPER WAREHOUSES 82, 84 and 86 Bleecker Street
20 Beekman Street **NEW YORK**

UNION ENVELOPE COMPANY
Makers of **DUPLEX AND CHURCH COLLECTION ENVELOPES**
Makers of All Kinds of Envelopes
RICHMOND, VA. CORRESPONDENCE SOLICITED

LET US SUBMIT QUOTATIONS.

SECOND-CLASS MAIL

Senator Bristow Refutes the Statement That it Costs the Government Nine Cents Per Pound for Carrying.

Of special interest is the speech, printed below, of Senator Bristow, which was delivered in the Senate on March 3, 1911, on the subject of the cost of second-class mail matter:

"I can not go into details and demonstrate the utter fallacy of the figures given out by the department as to the cost of handling second-class matter. It does not cost nine cents a pound, nor can the department ascertain with even approximate accuracy what is the cost of handling any special class of mail. It would be just as easy for the Pennsylvania Railroad to state in dollars and cents what it costs to haul a ton of coal from Harrisburg to Pittsburg, or 100 pounds of silk from Pittsburg to Indianapolis, as for the Postoffice Department to state what it costs the department to handle newspapers or magazines. Any one familiar with transportation knows that such calculations can not be made with accuracy, because there are so many unassignable expenses that must be considered—expenditures that can not be subdivided and assigned to the different classes of freight. The same is true as to the different classes of mail.

DEPARTMENT PAYS THE RAILROADS TOO MUCH.

"The statement has been made in the literature which has been given out by the department, that the department pays the railroads about two cents a pound for handling newspapers. The Pennsylvania Railroad will take, and does take, packages of paper for all of the great newspapers that are published along its lines, and transports them in the baggage cars for one-quarter of a cent per pound, to any station on the line, whether it is ten miles from the place of origin, or 1,000 miles from the place of origin. And yet the department is paying the railroads approximately two cents a pound for hauling the newspapers of the country.

"The papers are delivered by the publisher to the train just the same as the publisher delivers his newspaper to the train when they are sent by mail. These packages are delivered to the depots of the railroads, and the parties to whom they are sent call at the depots for the packages. If they are sent by mail the publisher delivers them at the train, and the parties to whom they are addressed call at the post-office for the packages. The Postoffice Department does not go to the newspaper office and get the mail. The publisher delivers the newspapers to the mail trains, the same as he delivers them to baggage cars for the railroad company.

"I also call attention to the fact that the express companies have a contract with the

American Newspaper Publishers' Association whereby they agree to receive newspaper packages of any size, and deliver them to their destination within a limit of 500 miles, for one-half cent per pound. The express company does not call at the newspaper office for the papers. The publisher delivers them to the express car, the same as he delivers his papers to the mail car. The express company then takes these newspapers, consisting of packages of any size, from a single wrapper to a 100-pound bundle, and delivers them at the other end of the line to the addresses, if the distance is not greater than 500 miles, for a half a cent a pound, and by its contract with the railroad the express company

received by the publisher. There never was a greater slander sent out under official authority in regard to any legitimate business in this country.

"I have a great deal of data here, but I simply wanted to make these statements so they might get into the Record, to correct in a measure the false impression that has been made on the people of the United States for this persistent campaign for increasing the postage of second-class matter.

"I am glad that we have got a one-cent rate of postage for the legitimate newspapers and magazines of the country, and I would rather decrease it than raise it. The beneficiaries are the poor people them-



INTERIOR VIEW OF STORE OF THE HEBB STATIONERY CO., SASKATOON, SASKATCHEWAN.

pays the railroad only a quarter of a cent a pound.

DEPARTMENT PAYS MORE THAN PUBLISHERS.

"The department figures show that the average distance which newspaper are hauled is less than 300 miles. Yet the department is paying about two cents a pound to the railroad for that which the express companies pay but a quarter of a cent a pound. The express companies only charge the publisher one-half cent a pound, while the government charges him one cent a pound. The express companies pay the railways one-fourth cent a pound, while the government pays about two cents—eight times as much—for exactly the same service. The express companies are glad to get the business, and render more service than the Postoffice Department, because they deliver the packages of any size at the other end, which the department does not do.

"Yet the newspapers and magazines have been assailed during recent years as being the recipients of a subsidy from the government. If there is a subsidy it is not

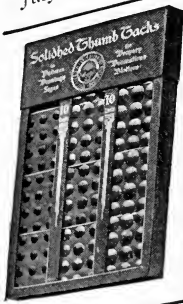
selfes, who now get daily papers at from \$2 to \$4 a year, when they used to pay from \$10 to \$12. They now get magazines from \$1 to \$1.50, when they used to pay \$4 to \$6 per year for magazines of no higher grade. And I here and now utter my protest against this crusade to impose a burdensome tax on the publishing business of our country."

A Saskatchewan Stationery Store

Above will be seen a picture showing the interior of the store of the Hebb Stationery Company, Limited, Saskatoon, Saskatchewan. This is one of the very enterprising stores of the great, new Northwest, where towns and cities continue to grow at a wonderful rate, and where retail stores spring up and become prominent in a few weeks. The consuming propensities of the populations of these various cities is remarkable, and only the best classes of merchandise are in demand. At the head of this stationery business is Mr. Harry Hebb, formerly the Western Canadian representative of the L. E. Waterman Co.

July 1, 1911.

It's the Solidhed Display That Sells Tacks



HAWKES-JACKSON COMPANY, Makers, 38 Murray St., NEW YORK

"INDEPENDENT" SAFETY FOUNTAIN PEN.

\$1.50
With No. 2
Gold Pen.



\$2.00
With No. 5
Gold Pen.

THIS PEN CAN BE SAFELY CARRIED IN ANY POSITION. NEW IDEA CAP LOCKS PEN WHEN NOT IN USE. ALL PURE RUBBER AND 14 KT. SOLID GOLD PENS.
WRITE FOR OUR LATEST CATALOGUE OF "VULCAN," "INDEPENDENT" AND "JUCO" FOUNTAIN AND STYLOGRAPHIC PENS; AND LOWEST TERMS TO THE TRADE.
27 THAMES STREET.

J. ULLRICH & CO.

NEW YORK CITY

Typewriter Ribbons and Ink Pads
FOR ALL MACHINES.

Carbon Papers
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Also a full line of Typewriter Linen Manifold Papers
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FOR ALL TYPEWRITER MACHINES.

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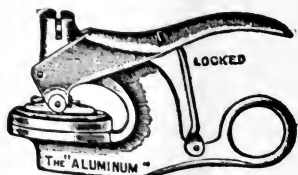
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F. WEBER & CO. 1125 Chestnut St., Philadelphia, Pa.

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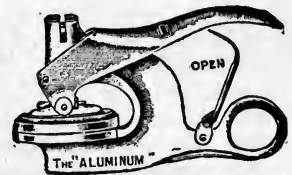


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MOST POPULAR **POCKET SEAL** ON THE MARKET

The "ALUMINUM"

WEIGHS ONLY 10 OUNCES

SIZE OF DIES 1 1/2" DIAMETER



Sold by All Up-to-Date
Dealers, or Write to

MEYER & WENTHE, Engravers, For Trade Discounts, 31 N. Dearborn Street, CHICAGO

ESTERBROOK'S STEEL PENS



150 varieties in fine, medium and broad points.

Standard everywhere for nearly fifty years.

SAMPLES AND PRICES TO THE TRADE ON APPLICATION.

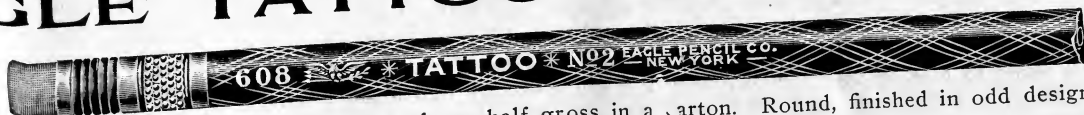
THE ESTERBROOK STEEL PEN MFG. CO.

95 John Street, New York

WORKS, CAMDEN, N. J.

EAGLE TATTOO PENCIL No. 608

Patented
Feb. 28th, 1911



Registered
U. S. Patent
Office

Packed one dozen in an easel display box and one-half gross in a carton. Round, finished in odd designs, in assorted colors, and fitted with a gilt tip, having a new style of yellow filigree band and red eraser.
EAGLE PENCIL CO., 377-379 Broadway, New York

THE LAW OF BONDS

Some Practical Explanations of Value to Business Men—The Different Kinds of Bonds and What They Mean.

BY ELTON J. BUCKLEY.

Copyright, 1911.

At any moment the average business man may be called upon to give a bond, or accept one, and this article in the series will therefore be devoted to making the law of bonds, and the conditions under which the bonds are used, a little plainer than I have found it in the minds of the business men with whom I have come in contact.

A bond in the abstract is simply a promise to pay money. This form of bond is that issued and sold by a corporation on first mortgage security, for instance, but this article will discuss another form of bond—the form which promises to pay money upon some conditions.

THE FORM OF A BOND.

Practically all bonds begin with the following formal language, which, standing alone, would as stated represent an unconditional promise to pay money:

Know all men by these presents, that I, John Jones (hereinafter called the obligor), am firmly bound unto William Smith (hereinafter called the obligee) in the sum of one thousand dollars, lawful money of the United States of America, to be paid to the said obligee, its certain attorneys, successors or assigns, to which payment, well and truly to be made, I bind and oblige my heirs, executors, administrators and successors, and every of them, jointly and severally, firmly by these presents. Sealed with my seal. Dated the day of one thousand nine hundred and eleven.

In many bonds a surety joins with the obligor. As will be seen from the above, the man who gives the bond, as for instance, a cashier giving an indemnity bond, is called the obligor, the man to whom it is given, as for example, the cashier's employer, is called the obligee, and the person who goes the cashier's security is called the surety.

THE IMPORTANT CONDITION.

In all bonds made on condition, the above language will be followed by this: "Now the condition of this obligation is such, that if—" this in turn being followed by a statement that if the cashier, for instance, proves faithful and honest, the bond shall be null and void. If, however, the cashier does not prove faithful and honest, the bond shall be good, and of full force.

A few of the situations in which a business man can be asked to give or accept a bond are as follows: An indemnity for employees, collectors, or salesmen; as security for a debt or a loan; accompanying

a mortgage; as security for the keeping of an agreement; as security for an executor or administrator; as security for a corporation or society treasurer; as security in all attachment proceedings, or in replevin, or in injunction proceedings; as security for a contractor as to the completion of a building operation; bail bond for the production of a defendant in a criminal case, and so on.

Most of these are self-explanatory, but I will say that where attachment proceedings are begun the plaintiff must file a bond to diligently prosecute his action, or pay the defendant's damages if he does not.

BONDS IN REPLEVIN SUITS.

In actions for replevin the plaintiff must also file a bond covering the value of the goods to be seized, and if the defendant decides to hold them instead of giving them up, he also must file a bond covering their value, and the plaintiff's judgment, if he gets one, is levied upon the bond instead of the articles which were to have been seized.

The sum named in a bond is always twice the real sum at stake. For instance, if replevin is issued for goods worth \$500, the bond in the case will be executed for \$1,000. The reason is so that the security of the bond will cover not only the sum which constitutes the debt, but the costs of collecting it if it becomes necessary to collect it.

For instance, suppose a mortgage is given for \$2,000, which, as all mortgages are, will be accompanied by a bond. The bond will be for \$4,000, because, if the interest or principal is unpaid and the owner of the mortgage is obliged to sue, he wants security from which he can collect his \$2,000, and also all of the expenses to which he will be put.

Obviously a bond for \$2,000 would not afford this security. Of course in order to cover costs it is not necessary to double the amount of the bond, but it makes no difference how much the bond is for; nothing can be collected except the sum at stake plus the costs and expenses of collecting.

INDIVIDUAL AND CORPORATE BONDS.

I want to make one phase of the law of bonds particularly plain, and that is the one which creates a vital and important difference between a bond given by an individual and one given by a corporation.

A large percentage of the bonds given for the purposes I have outlined are given today by corporations formed for the purpose—bonding corporations and trust companies. In the old days they were given by individuals, and outside of the great cities, many are still given by individuals.

No man who understands the subject, however, will ever take an individual's bond if he can get one from a standard

bonding corporation. In every case, therefore, the man who takes a bond should stipulate "corporate security," which means a bonding company's bond rather than an individual's.

Now the reason why the corporate bond is better is that it will mean something during its whole life, while an individual bond may become worthless literally five minutes after it is given.

The corporation is perpetual. It doesn't die, it doesn't—usually—go out of business; it doesn't transfer its assets to somebody else, because they are held as security for the bond I am speaking of. The man who takes the bond of a good bonding company can rest secure; if he has occasion to call on it the money will be there.

But if he holds an individual's bond, he never knows when he has anything. A man owning \$100,000 worth of real estate may go on a bond for \$1,000 today. The bond is not like a mortgage—it does not constitute a lien upon real estate just as freely after he has signed the bond as he could before. This being so, with an individual's bond there is never any more real assets or security behind it than the surety wants to keep there. He can destroy the value of the security at will and he often does.

COURTS WANT TANGIBLE SECURITY.

This is why some courts, in certain cases, refuse to accept individual security. They want security that they can consider tangible.

One other important feature of the law of bonds should be mentioned—another way in which the effect of the security can be lost: Suppose A wishes to give a bond to B and C becomes surety. The bond will therefore read A and C to B. If during the life of the bond A, the obligor, and B, the obligee, make any material change in the relation between them, without getting C's consent, C is discharged as surety. This on the theory that he would otherwise be held responsible upon a condition to which he had not assented.

This often happens with indemnity bonds. I remember one case in which I was interested recently, in which a cashier was bonded in a certain sum upon the representation that certain responsibilities devolved upon him. Some time after the bond was issued, the cashier and his employer made a new arrangement by which the former's responsibilities—and the financial risk as to his honesty—were increased. He embezzled a large sum and the surety company refused to pay on the ground that the condition had been changed without their consent. The court held that they were released, as it was inevitable it should do.

Another application of the same principle is this: that if there are several sureties on a bond, and the obligee releases one without the consent of the others, the latter are released also.

ECONOMY

The dollars and cents wasted in excess postage cannot be estimated where a postal scale is not used or where one is used that is not reliable.

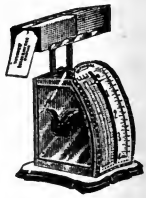
It is a question of ECONOMY. The Pelouze Postal Scales will soon pay for themselves in stamps saved.

They are made in several styles, especially adopted for the large business house, office, store and home. They not only give the cost of postage in cents on all classes of mail matter but also give exact weight by half ounces.

There is no economy in a cheap postal scale. Those that sell for less are worth less. Inquire of your Stationer or Hardware Dealer.

SEND FOR CATALOGUE OF POSTAL SCALES

PELOUZE SCALE & MANUFACTURING CO., 232-242 East Ohio St., CHICAGO



National	4	lbs.
Union	2½	lbs.
Columbian	2	lbs.
Star	1	lb.
Crescent	1	lb.



Mail and Exp.	16	lbs.
Commercial	12	lbs.
U. S.	4	lbs.
Victor	1½	lbs.

We Have Moved Our Brooklyn Factory and New York Office and Salesrooms to

316 HUDSON STREET (Near Spring Street)

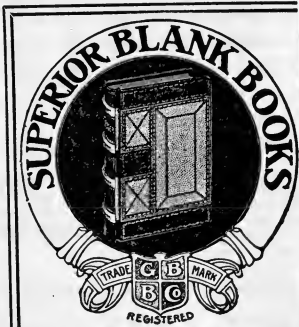
OUR NEW TELEPHONE NUMBER IS 7697 SPRING

A Complete Stock of All Numbers on Hand

GRESHAM BLANK BOOK COMPANY

"SUPERIOR" BLANK BOOKS

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XMAS WRAPPING PAPER

AND

FANCY BOX WRAPPING PAPERS

WRITE FOR SAMPLES AND PRICES.

WE ALSO MAKE

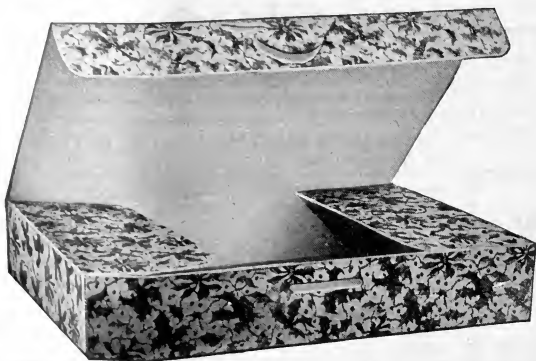
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LARGE ASSORTMENT—ONE QUALITY—"TUTTLES"

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IT'S THE "WEARING QUALITY" SERVICE

That Makes Our Playing Cards Most Popular

The American Playing Card Co.'s products have the proper slip, perfect finish and elasticity, that makes dealing satisfactory and the evening a pleasure.

We manufacture all grades—from a cheap Steamboat to a fine illuminated back card in four and five colors. Have a large and varied assortment of designs to select from.

Closely associated with one of the largest and best known paper mills in the country, our special stock is grade for grade unequalled by any other manufacturer. Samples and prices on application.



THE AMERICAN PLAYING CARD CO., Kalamazoo, Mich., U. S. A.

PAPER BY WEIGHT

The Sale of Pound Packets in England is a Comparatively Modern Innovation—Customs and Usages.

Before going into the question of envelopes, to match the various note papers we have described, it will be well to point out another and more modern form of selling note paper, i. e., the pound packet.

It is really remarkable to what an extent this class of trade has grown, and is an illustration of the important changes that take place in the trade.

The comparatively modern innovation of selling the cut note paper by weight, instead of by quires and reams, has somewhat upset the older methods of manufacture, while in the buying department the retail stationer who had been in the habit of buying his 24-pound post scarcely yet realizes that the manufacturer cannot give him twenty-four pound packets from the 24-pound mill ream.

The smaller stationer also, who sells the section of six sheets for one penny, still fails to understand why the return on the pound packet is less than equal substance paper sold in five quires.

SHEETS IN POUND PACKET.

The fact is, that five quires of note paper, whatever the substance or size, boxed or packed, represents 120 sheets, whereas in a pound packet the number of sheets it contains always varies. There is no recognized standard of substance for this class of trade, and as it is sold by weight, packets made up say from 21-pound post would contain more sheets than that manufactured from 26-pound post, the thicker substance requiring a less number of sheets to weigh one pound than the thinner. Also as regards size, the larger area of cut paper does not require so many sheets to the pound as the smaller area in equal substance.

This variation of contents while puzzling to the stationer, is to the manufacturer a matter of calculation only.

The following table, based on a variation of substance between 23 and 26-pound post, indicates the average difference:

Post 8vo 7 x 4½ = 3½ to 4 quires per pound.

Regina 5¾ x 4½ = 4 to 5 quires per pound.

Albert 6 x 4 = 4½ to 5½ quires per pound.

In calculating the amount of paper required per gross packets, it is not so much a matter of sheetage as of wastage.

A gross of five quire packets in octavo size would always require nine folio reams, whereas in the same quantity of pound packets 144 pounds of paper, plus wastage, has to be calculated. The average wastage in manufacture being about sixteen pounds

per gross, this gives a basis of 160 pounds of paper. Divide the mill weight of the ream into this the result will give the folio quantity required, e. g., 25 pounds into 160 would equal 6 8-20 reams; 23 pounds into 160 would equal 7 reams. This illustration is the obvious explanation why 24-pound packets cannot be produced from a 24-pound mill ream.

In order to reduce wastage to a minimum it is absolutely necessary for the manufacturer of pound packets to have in stock the folio paper proportionate to the cut sizes.

Another point of difference is in the put up, pound packets being packed in dozens not in reams. This enables the buyer to make an immediate mental calculation of cost: 48s. per gross = 4s. per dozen = 4d. per packet.

SELLING FOR LESS THAN EVEN MONEY.

An interesting feature in selling by weight is the departure from the even money basis in retail value. While the established rule in 5-quire trading is best value for 6d., 9d. and 1s. per packet or box; in pound packets it is 4½d., 6½d. and 7½d. per pound respectively. The latter is quite a new price in the trade and is largely identified with that popular quality—which seems never to be out of fashion—the wove linen finish in cream and art tints.

In the 6½d. lines, cream laids, silurians and parchments are most in demand.

In the 4½d. series, quality has of course to be sacrificed at this figure, and its cultivation is not seriously insisted upon.

Perhaps the most noteworthy change this class of stationery has produced lies in the fact that envelopes to match the various qualities of pound packets are sold at the same uniform retail prices. This is, of

course, accomplished by "pooling" the cost of both to establish uniformity.

The student stationer may find an interesting problem by comparing the usage and custom obtaining in the two classes of stationery.

With the 5-quire box of note paper it is customary to supply a box of 100 envelopes to match, leaving 20 sheets over for those writers whose voluminous correspondence requires two sheets to one envelope. In the 6½d. pound packet containing on an average 90 sheets or less Post 8vo., the inverse proportion holds good by in this case providing a box of 100 envelopes to

(Continued on page 35.)

Thompson Smith Co.

263 Fifth Avenue
Cor. 29th Street
NEW YORK

Dainty and
Different

Greeting Cards

in envelopes for

Xmas and All Seasons

Samples sent on request

Special for 1912

Valentine Cards	} \$ 3.00 per 100
Hurds Royal Red Stock	
St. Patrick Cards	
Hurds Royal Green Stock	

The kind we have made so popular

WANTS AND FOR SALE.

Minimum rate for advertisements of this class, first insertion, one dollar.

Situations Wanted, \$1.00 for 25 words or less one time, and 50 cents for each subsequent and consecutive insertion of same ad. Over 25 words, 4 cents a word for each insertion, and 2 cents a word for each subsequent insertion of same ad.

Help and Miscellaneous Wants, \$1.00 for 25 words or less, each and every insertion; over 25 words, 4 cents a word each and every insertion.

Answers can come in our care, and will be promptly forwarded without extra charge. All should be sent to the New York office, 150 Nassau Street.

Cash must accompany order.

SITUATION WANTED with manufacturing stationers, printers and blank book makers. Thoroughly practical in all lines and competent to manage plant, store or sales department; 15 years' experience; gilt edge reference. Address Practical, care American Stationer.

BUNDERY FOREMAN OR SUPERVISOR would like position with first-class manufacturing stationery firm. Can furnish best references regarding executive ability. Address Executive, care American Stationer.

A FIRM of manufacturers, agents or stationery firm to take exclusive sale of a splendid fountain pen proposition. Liberal terms. Will advertise pen in trade paper. State territory. Address Pen, care American Stationer.

YOUNG MAN as inside salesman in stationery store. Experienced, energetic and willing. Good position to right person. Best references required. A. Pomerantz & Co., Philadelphia.

SALESMEN WANTED, calling on the stationery trade to handle our line of steel die embossed Christmas cards, folders and letters. The Educational Supply Co., Painesville, Ohio.

THERE'S NOTHING NEW OR NOVEL

about the testimonials we receive daily from hundreds of users of

Mason Pens



They all tell the same story of satisfaction. "Some time ago we placed an order with our local stationer, F. B. Hawes, for a box of your No. 20 pens. We have used them for some time with most satisfactory results."—*Sumner Iron Works, Everett, Wash.*

Isn't it a good line for you, Mr. Stationer? Write us for samples and discounts.

W. L. Mason Co., Keene, N. H.

AUCTION BRIDGE

is the newest and most popular game in Society's Favor. As usual, we are First In The Field with new and beautiful Fancy Folders giving the Correct Scores and details for playing the game. Samples on request. No catalogues.

LEUBRIE & ELKUS
18 E. 14th St. - - New York

SLATED CLOTH



Globes, Erasers, Alpha Crayon and other School Specialties.

The Original Andrews Dustless Eraser

BLACKBOARDS

Portable, Reversible, Framed, Roll-Up

HYLOPLATE

WEBER COSTELLO CO.

Chicago Heights, Ill.

Successors to School Supply Dept. of A. H. Andrews & Co., Chicago, Manufacturers for the Trade only.

N. Y. Silicate Book Slate Co.

20-22-24 Vesey St., New York.



Used in all the public schools of New York for thirty-six years, and most all the Boards of Education in the principal cities. Send for illustrated catalogue, 40th edition, on Silicate wall, roll and revolving blackboards, slated cloth, black diamond slating, book slates, erasers, erayons, crayon holders, dividers, blackboard plate in slabs, blackboards, pointers, stone slate blackboards, etc. Manufactured only by the N. Y. SILICATE BOOKSLATE CO., 20-22-24 Vesey St., New York.

Factory

N. Y. Silicate Book Slate Co.

681-683 Monroe St., Corner 7th St., Hoboken, N. J.

A MONEY MAKER!

For Every Stationer.

THE AMERICAN STATIONER

BELOW ARE A FEW QUOTATIONS FROM HUNDREDS OF LETTERS FROM ALL OVER THE COUNTRY, WHICH COME UNSOLICITED FROM SUBSCRIBERS TESTIFYING TO THE GREAT VALUE OF THE STATIONER

Must Have It

The Caldwell-Sites Company, who recently opened another store in Bristol, Va.-Tenn., write from Roanoke: "Enclosed find check for \$4 to cover subscription to THE STATIONER for our Roanoke house, and also please enter subscription to Caldwell-Sites Company, Bristol, Va.-Tenn. THE STATIONER has been a very important factor in our business here, and we feel that we must have it in our new business."

A Great Help

Hunt and Fossil, S. en C., Mexico, D. F., write: "Your paper is a great help to us in keeping us informed of the changes in the stationery trade and the new articles which are produced and which may be profitable for us to handle in this country."

It Increased His Profits

Mr. M. E. Carlton, Flint, Mich.: "I took your journal last year, and I made more money that year than ever before. I take pleasure, therefore, in renewing my subscription."

Never Begrudges the Money

Diefendorf and Walters, Fort Plain, N. J., write: "Enclosed find our check for \$2.00, to renew subscription to AMERICAN STATIONER for another year. We never begrudge the money spent for your publication."

Appreciates Its Usefulness

E. J. Goldsmith, of Goldsmith Brothers, San Francisco, writes: "I enclose post office order for \$2 to pay subscription to THE AMERICAN STATIONER for one year. I always find matters of interest in it and appreciate its usefulness."

Will Always Want It

The Chico Book Store, Chico, Cal., writes: "We shall want THE AMERICAN STATIONER for another year, and for as many more as we may be in the stationery business."

A Subscriber Since 1879

Mr. S. Brett, of Muskogee, Oklahoma: "I commenced reading your Yellow Back Publication in 1879, and have been a continuous subscriber and reader of your publication ever since. Generally I am not given to reading yellow back literature, but I must say I enjoy yours. Inclosed find draft for \$2 for another year."

Last to Be Dispensed With

The Alpha Beta, New York City, write under date of November 6th, '08: "We have been retrenching all this year and cutting down expenses, but the last item on the list of things that could be dispensed with was THE AMERICAN STATIONER. Then it would be time to shut up shop."

Gives Great Returns

The Jacksonville, Florida, Book Store, in renewing subscription, writes: "We take great pleasure in renewing our subscription to THE STATIONER. We wish that all our expenses for advertising gave us the returns that THE STATIONER does. There is some one thing in every issue worth the price of a year's subscription. It affords us a great deal of pleasure to say that we could not get along without it."

A Subscriber Thirty-five Years

Mr. George W. Green, Newburgh, N. Y., in renewing his subscription, writes: "You see I am still at it sending you annually my check for \$2.00 for THE STATIONER. This must be about thirty-five years I have been doing this thing. Well, it pays and the paper is worth the money and more every time."

Cannot Afford to Do Without It

The Centralia Book, Stationery and Printing Company, of Centralia, Ill., writes: "We cannot afford to be without THE STATIONER, so enclose \$2.00 for another year's subscription."

Helps to Success

T. H. Dunstan, Missoula, Mont., writes: "I am just opening up again, and, of course, must have THE AMERICAN STATIONER to help me along to success. Enclosed please find \$2.00 for a year's subscription."

Classed Among the Necessities

E. H. Schanwecker, with A. W. McCloy Co., Pittsburg, Pa., writes in renewing subscription: "With me THE STATIONER is classed among the list of necessities and not among the luxuries."

Can't Do Business Without It

Shea, Smith & Co., one of the biggest manufacturing and wholesale stationers in the West, write: "We failed to receive a copy of the October 29 edition of your very valuable paper. Inasmuch as we feel that we cannot do business without it, we will be obliged if you will send us a duplicate copy."

One Page Worth Several Years' Price

The Mercantile Paper Company, Montgomery, Ala., in renewing their subscription, write: "We have never lapsed since we have become subscribers, as we find at times one page of your paper gives us more information than we pay for several years' subscription."

Misses It Much

J. T. Peacock, Seattle, Washington, says: "I miss THE STATIONER when it fails to arrive on time more than any other paper I read."

Always on the Lookout for It

The Hershberg Company, Atlanta, Ga., write: "It gives us great pleasure to renew our subscription with you, as we are always on the lookout for THE AMERICAN STATIONER."

Ad. Brought Flood of Inquiries

The Huntingdon Bank Book Company, Huntingdon, Pa., write: "The advertisement we put in THE AMERICAN STATIONER has brought us so many inquiries that we are unable to get out enough sample lines to meet the inquiries."

Better With It

James O. Browne, Springfield, Mo., in renewing his subscription, writes: "I could get along without THE AMERICAN STATIONER, but I can get along better with it."

BOOKSELLERS GOING

A Refutation of the Statement That They Are Disappearing—Magazines Here Have Replaced the Serious Pamphlet.

At a session of the International Circulation Managers' Association, held this month in Chicago, Third Assistant Postmaster General Britt made an address in which he upheld the government's position as regards the new rate of postage on periodicals. In the course of his remarks he made the following sensational statement as to the publication of books and pamphlets in this country:

Such has been the rapidity of their growth, springing up everywhere like mushrooms, that we have today in the United States more newspapers and periodicals than all the nations of Europe combined, with, at the same time, a corresponding decrease in the publication of serious, scientific, historical, and literary books and pamphlets, the booksellers in the country having decreased in the last few years from approximately 4,000 to less than 2,000. It is a noteworthy fact that we are today publishing fewer books and pamphlets per capita than is any single European nation, Spain only excepted, while Great Britain, Germany, France, and Switzerland publish on an average each, per capita, more than four times the number of publications of this character published by us.

Presumably Mr. Britt has derived the statistics on which he has based his comparison of the number of books and pamphlets published in this country with those published elsewhere from the reports made by the Copyright Office at Washington. His statement, however, in the opinion of some of the leading New York publishers who talked on the subject, says The New York Times Review of Books, rather tends to obscure certain facts, which can hardly be included in a statistical report, but are, nevertheless, of fundamental importance as showing the increase or decrease in this country in the popularity of so-called serious literature. Thus, it is the experience of most publishers today that the demand for this kind of literature has advanced materially during the last few years, and this to such an extent that in nearly every case publishing houses are decreasing their output of fiction and adding largely to the number of their "serious books."

MAGAZINES SUPPLANT BOOKS.

Of still greater importance in the consideration of the point made by Assistant Postmaster General Britt is the fact that in this country such magazines as Harper's, The Century, Scribner's, The Atlantic, and many others, take the place of the books and pamphlets published in most European countries, and reach a far wider circle of readers than can possibly be attained elsewhere, with the possible

exception of Great Britain, France and Germany.

"Curiously enough," said a representative of Harper & Brothers, discussing this feature of the problem, "the very excellence of our periodical literature, the unusual quality and range of the better American magazines, is largely responsible for the conditions which Mr. Britt says exist. It is true that many European countries print four or five times as many books and pamphlets devoted to serious subjects as are printed in America. He fails to point out, however, that most of these 'books and pamphlets' are really pamphlets, and that the pamphlet, as such, has ceased to exist in America. What is issued as a pamphlet in Germany, for instance, becomes a magazine article in the United States.

"In the last few years Harper's Magazine has published authoritative announcements of investigations by such scientific men as Prof. William H. Pickering, Sir Oliver Lodge, Lord Kelvin, Prof. Ernest Rutherford, Dr. William Thomson, Sir John Murray, Roald Amundsen, Robert Kennedy Duncan, Dr. Jean Charcot, Charles C. Darwin, Prof. George Willis Ritchey, Dr. W. W. Keen, Hugo De Vries, Ellsworth Huntington, Ph.D.; Prof. Oscar Hecker, and Flinders Petrie.

WOULD BE BOOKS ABROAD.

"These in European countries would become pamphlets and would be classed as among serious books. The circulation of these pamphlets is comparatively small, probably not reaching two per cent. of the public reached by magazine publication.

"As to the decline in the number of bookstores, this is more apparent than real. True, there has been no growth of large shops devoted exclusively to the selling of books, but this is offset by the fact that most of the large department stores maintain within themselves really great bookstores. The number of small dealers in books has increased rather than decreased, and this number ranges from six to ten thousand in the United States. These smaller dealers handle, of course, only the cheaper books, and sell very few of those. They are largely periodical dealers, selling books only incidentally. At the last annual meeting of the booksellers of America more firms were represented than ever before.

"That more serious reading is done in Europe than in America is true, but that is simply a way of saying that the great mass of people there do not read at all. Books and pamphlets are published largely for what might be termed the upper classes. Here everybody reads. The reading of fiction is the first step in reading at all; from that one graduates, by degrees, to reading serious books. There has been a distinct tendency, especially in the past three or four years, toward more

serious works. Publishers all note this, and one of the large libraries has recently reported that the demand for non-fiction was twenty per cent. greater this year than it was a year ago.

WE ARE GREAT NOVEL READERS.

"When the final word is said, one must remember that it is better to read fiction than not to read at all. There is a banker here in New York, one of the greatest perhaps that America has produced, who reads during his vacation three novels a day. Napoleon was an enormous consumer of fiction, and if one should run through the list of men whose names have helped to make the history of the last century most of them will be found to have been enormous consumers of fiction."

The following statement, from a somewhat different point of view, was made by Mr. Hadley, head of the American branch of Cassell & Co.:

"As our policy has been to publish but little fiction in proportion to our line of general and more informing literature our viewpoint may seem one-sided, but our experience has been that there has been a growing demand for literature of the more serious type, particularly in the line of what may be termed 'books of world-wide interest' popularly written, and selected with all possible editorial discrimination.

"There is no doubt that the enormous issue of periodicals containing what is termed 'light reading' has occupied the mind and thought of the masses largely to the exclusion of the better type of books. In this connection it may be observed that the country has not been getting the benefit of its expenditure for education. When one considers the statistics of expenses for that purpose and the number of schools and colleges throughout the United States, plus their enormous attendance, it is difficult to account otherwise for the lack of a wider interest in the best forms of literature. Our experience, however, shows that this interest is growing, although not at present in as large proportion as it should under the conditions named.

NO BOOK STORES IN SMALL TOWNS.

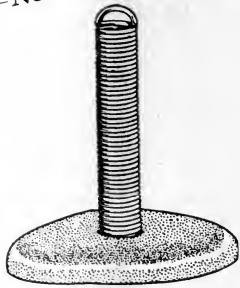
"As two-thirds of our population live in the smaller towns and cities where there are no book stores the problem of getting before them the better class of books remains to be solved. The magazine, good, bad, or indifferent, can follow the line of least resistance through the government subsidy given to them, yet the territory mentioned contains the portion of the population which should be most interested in good books, because its percentage of the 'slum' element, the indigent, and the illiterate is much less than that of the larger towns and cities where there are bookstores for the exhibition and sale of books."

July 1, 1911.

MOORE MEMORANDUM FILE AND PAPER WEIGHT

Neat and Attractive—Handy and Useful—Makes Your Desk Complete—No More Lost Papers

An Ideal Paper Weight



A Perfect Desk File

Every paper always in sight \$1.85 per dozen to dealers

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115,554 Adairacks No. 3, sold to stationers. Solid glass, removable spring, etc. James Adair, Sewickley, Penna.

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(MADE IN BRIDGEPORT, CONN.)

GREETING CARDS
Engraved and Steel Die Stamped
Each in an envelope

Neat display frame free with \$18.00 assortment, thus showing cards and at the same time your stock is kept clean.

Samples on request
SOUTHWORTH'S
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ARE YOU READY

For the Summer Trade

Now is the time to order your new subjects. New views, well made, are the life blood of your Post Card business. Our new MONOTONE card is the latest addition to our line of view cards and has proven a most pleasing seller.

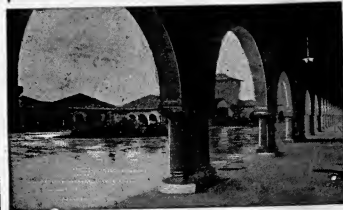
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Made from any photo and delivered in from two to three weeks time. There is life and snap to our cards, for they possess that up-to-date, artistic and refined appearance. We GUARANTEE absolute satisfaction.

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LOCAL VIEW CARDS

Why not buy them from the house that makes most of the BEST ones seen in the Central and Western States? Prices better than Germany can offer and SUPREME QUALITY at the PRICE.



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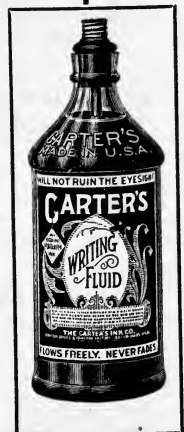
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Sterling goods put up in attractive packages with aids for the dealer in featuring them insure a steady profit from your ink counter.

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NEW PATENTS

Messrs. Davis & Davis, Washington patent attorneys, report the grant of the following patents:

- 993,347—Inkwell. Wm. B. Cogger, Cleveland, Ohio.
- 993,406—Filing Device. E. R. Probert and Chas. E. Stuart, Canton, Ohio.
- 993,689—Book Index. Wm. H. Jones and Buren Holmes, St. Louis, Mo.
- 993,813—Inkstand. Frank M. Ashley, New York, N. Y.
- 993,986—Safety Envelope. Jos. N. Harris, Dolph, Mich.
- 994,000—Reservoir Penholder. G. R. Hughes, Stockport, England.
- 994,122—Calendar. Isaac N. Cassity, Alta Vista, Kansas.
- 994,241—File Wrapper. Boyd S. Blaine, Champaign, Ill.
- 994,312—Invoice File and Transfer Binder. Rudolph Greenwood, Los Angeles, Cal.
- 994,328—Manifolding Sales Pad Holder. E. L. Mooney, Minneapolis, Minn.
- 994,372—Order Sheet and Book. Harrison Bucklin, Rochester, N. Y.
- 994,458—Combined Letter Sheet and Envelope. F. H. Gregory, Philadelphia. Design 41,423—Paper Cutter. E. F. Caldwell, New York, N. Y.

PAPER BY WEIGHT

(Continued from page 30.)

match. This difference is still further accentuated in the 7½d. pound packet in Duchess and Regina sizes, which averages over 100 sheets, yet the corresponding envelopes to match are only 75 to the box. No wonder the stationer finds it increasingly difficult to keep a uniformity of stock with such a divergence.

The practical reasons why larger size note paper is not sold by weight is that the cost of the larger envelope to match would be out of proportion, and the packet itself be too thin in appearance to be commercially successful.

It is interesting to observe that pound packets have fallen into line with the demand for boxed goods, the additional cost of boxing being equal to an increased uniform charge of 3s. per gross. The "get up" of these being rather more artistic, the usual retail price which figures on a wrapper is either relegated to a corner or deleted altogether on the box top.

Further, in order to meet the demand from larger consumers of stationery, manufacturers now place on the market two pounds of paper wrapped or boxed with envelopes to match, in boxes of 150's and 200's at advantageous prices. There is no diminution in the demand for paper by weight, on the contrary, I anticipate its adoption for other kinds, such as manuscript and foolscap papers, etc.

Subscribe for THE STATIONER—It pays.

BOORUM & PEASE COMPANY

Manufacturers of

Standard Blank Books

The Line of Ten Thousand and One Numbers

MAIN OFFICE AND FACTORY

Bridge, Front and York Sts.,
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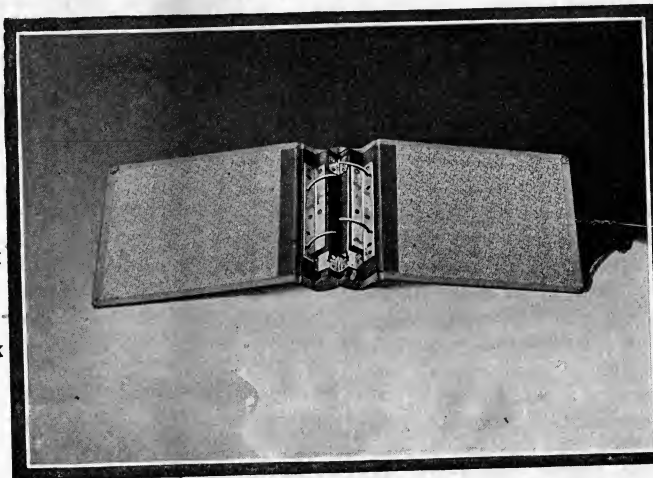
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SPECIAL The best offer in Blank Books is a Frey Patent Flat Opening Book—bound in full sheep ends and bands with Byron Weston's Paper

"EMPIRE" PRONG BINDER

This is one of the best Loose Leaf devices for the Stationer to stock and sell. It can be used in the office and home for



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ETC.

Made of the best materials; canvas is double thread and the boards are heavy binder's board. The hinge is reinforced with an extra thickness of the canvas, preventing sagging, which has been an annoyance with most prong binders. The catch is simple, easy to operate, will not get out of order.

Prongs are attached to the metal angle plates and securely fastened.

All metal parts are covered in binding; no scratching of furniture.

The "Empire" Prong Binder is supplied in four widths, 1, 2, 3 and 4 inches capacity, and in a large number of stock sizes. It is also made in any special sizes, to fit any purpose. Bound in full canvas.

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WE MAKE a wide variety of Loose Leaf Specialties, and an unequalled combination of true mechanism, best workmanship and highest grade materials. It's worth while getting our prices.

Notes on New Books

Books in Demand

The New York Public Library, circulation department, reports books most in demand, excluding fiction, for the week ending June 21, as follows: Schreiner's "Woman and Labor," Ely's "Practical Flower Garden," Key's "Century of the Child," Maeterlinck's Plays, Shaw's Plays, Addams's "Spirit of Youth and the City Streets," Jackman's "Flying Machines" and Fowler's "Practical Salesmanship."

Biography of Tolstoi

Romain Rolland, the author of "Jean Christophe," who is now in his forty-sixth year, belongs to the generation to which the works of Tolstoi came as a revelation, and which has been the most influenced by them. In the opening pages of his biography of Tolstoi, just published by Hachette et Cie, M. Rolland describes vividly the profound impression the great Russian made upon him and upon the other young men of his time.

To the many admirers of "Jean Christophe," the chief interest of M. Rolland's "Tolstoi" (which presents virtually new facts) will lie perhaps in the light it throws upon the literary and intellectual personality of its author. But the book, quite apart from this element of unintentional autobiography, deserves a wide reading as a succinct, sane, suggestive and occasionally inspiring presentation of the life and interpretation of the artistic, intellectual and social significance of one of the most remarkable figures of the age.

"A Shadowed Paradise"

"A Shadowed Paradise," by Mark Sale (Baker & Taylor Co., \$1), is a record of uneventful days spent in a quiet farmhouse—or, rather, the annex to a farmhouse. The temporary denizens of this habitation were the author (a writer of stories) and her husband (a painter), for whom reverses of fortune and the man's delicate health rendered desirable a residence for a few years out of their native England, in a good climate, where high thinking should be compatible with plain living. They found the "Walden" they were in search of in Portugal, with the "blue Atlantic" for their "lake." But the value of the book is not in its pictures of the life of the kindly people among whom the author and her husband, whom she calls "the Philosopher," dwelt; or its descriptions of the scenery around them, though these have a charm and a grace of their own. It is as a human document that the

book is worth reading as a revelation of the intimate experiences of a fine soul subjected to the narrowing and lowering limitations of an environment of poverty, in which many of its powers must necessarily become dulled or deadened by enforced disuse, yet that succeeds in maintaining, in all external circumstances, its keen sympathy with all life and all humanity, its inborn dignity, and the high courage which enables it to confront with serenity a future that has no discoverable compensations in store for the ills of the present. As such it will repay the reader for the time spent upon it.

"The Patient Observer"

It has been said that the ability to put a new face on an old matter is sure proof of a "stylist," a philosopher, or a journalist. Mr. Simeon Strunsky is all of these. When, in "The Patient Observer" (Dodd, Mead, \$1.20), he says of Brooklyn: "No place is more easy to be lost in, and Brooklyn is at all times full of people from across the river who ask the way to Borough Hall," we recognize the stylist. When he ends his observations on the suffrage agitation with "In theory there is no objection to the present arrangement, by which man rules the earth through his reason, and woman rules man through his stomach; but unfortunately the human reason and the average man's stomach are apt to get out of order," we salute the philosopher.

"The Valley of Regret"

"The Valley of Regret," by Adelaide Holt (Lane, \$1.50), is a story singularly incredible, which yet contrives to be interesting. The circumstances of the heroine's birth have so little to do with the tale that the earlier chapters might as well be deleted. Betty's marriage, too, is of small consequence, except to provide her with the husband so needful nowadays to complicate the real romance. We have become somewhat resigned to the type of hero dear to the soul of the woman writer, but John Carle goes that detestably rude gentleman one better. In his first interview with the heroine he is careful not to preserve an insulting demeanor and to speak of "a damned stinking lot." Indeed, to be "oathy" in the feminine presence is a habit of his, likewise to make remarks that are needlessly and unpleasantly suggestive.

"The Casement"

In "The Casement" (Duffield) Frank Swinnerton tells a most leisurely story of

English countryside life, filled with fine, keen observation of people, both outwardly and inwardly, of nature's beauties, and of the growth and development of a girl's character. The chief actors are two sisters, one young and eager of temperament, the other a little older and married, her husband, the man who had wished to marry her years before, and a young fellow of many words and small sense, who loves the younger sister. The men are all engaged in the timber business and the setting is a pleasant country home not far from London.

"The Tennessee Shad"

The reader who imagines from the title of Mr. Owen Johnson's story "The Tennessee Shad" (Baker & Taylor Co., \$1.20), that he will learn something of strange piscatorial pursuits in Tennessee waters will be mistaken. If he has been reading other schoolboy stories by Mr. Johnson he will know this is something more about the boys at Lawrenceville, and if he likes that sort of thing he will like this, because it is quite a natural story, barring the fact that never a boy in it uses the expletives common to boys in other schools. No doubt the Lawrenceville boys are not ignorant of little d's, but Mr. Johnson confines them to "by gravy," "holy cats," "oh joy," "goodness gracious," "holy cats and mice," "my aunt's cat's pants," and a few more quite as expressive in their way, when one becomes accustomed to them, as the plain variety of profanity so prevalent and superfluous unless one is driving mules.

"Tennessee Shad" is a Lawrenceville boy, and his companions are "Doc Macnooder," "Gutter Pup," "Pink Rabbit," "Vulture Watkins," "Fatty Harris," "Ginger Pop Rooker," and the bunch of them who like roses would be as sweet by any other names, but they wouldn't be real boys at school.

"The Other Man"

Suspense is the keynote of "The Other Man" (Dodd, Mead, \$1.25), by Mr. Edgar Wallace, suspense as to the significance of every little incident, as to the meaning of this or that sinister event or character, and, especially, suspense as to how the whole much tangled business will turn out. The story is concerned with the machinations of a group of men who conspire to control the finances of the world, who are money mad and power mad. At the very start one of them, an American multi-millionaire, is supposed to commit suicide, and one of the mysteries of the story is whether or not he did kill himself, and, if so, why he did it. The first scenes take place in London, later the action moves to Madrid, and afterward there are some wild and bloody happenings on board a "mad battleship." It is a well-constructed tale of as desperate and high-handed adventure as any that ever filled the pages of a pirate's logbook. And there is in it, too, a pretty thread of a love

story woven around the figure of a brave-hearted American girl. There is also a battle of cleverness and cunning between a capable Scotland Yard detective and the cool-headed villain, who furnishes most of the brains for the conspiracy. And, of course, the detective wins in the end.

"The House of the Seven Gabblers"

International romance takes up a large part of Nina Larrey Duryea's "The House of the Seven Gabblers" (Appleton, \$1.25), for one of the three American women who are its chief characters marries an Italian, another takes an Englishman for her husband, a German maid marries a young Frenchman, and the several courtships take place in a French chateau. The story is told in the first person by the lovely young American widow who, in the last chapter, transfers her allegiance to his Majesty of England, having decided to marry his Ambassador to Rome. The action moves vivaciously rather than quickly, and dallies by the way in most leisurely fashion with much conversation upon a wide variety of subjects.

"A Reaper of the Whirlwind"

The plot of the latest of Violet Tweedale's novels, "A Reaper of the Whirlwind" (John Long, London), might be taken directly from life, so full is it of unnatural circumstances and unusual situation. The history of a family in which insanity breaks out with every second generation is the theme with which noble actions, indiscreet concealments, agitating revelations, and a vast amount of pathognomic, sociologic, and religious discussion is connected. The pictures of the slum life of London and the efforts of the modern type of settlement worker to meet desperate conditions have their force and are effectively contrasted with the sympathetic portrait of an ancient English abbey and its ripened charm of association.

American Books Abroad

According to cable dispatches the American copyright laws underwent criticism during the discussion Tuesday night of the pending British Copyright bill in grand committee of the House of Commons.

William Joynson-Hicks, Unionist, wanted a clause inserted in the bill similar to the American provision, refusing a copyright unless the book was printed and bound in the United States. He said that for years Great Britain had been content to take lying down what America chose to give, and that the time had come to treat with America on equal terms.

Sydney Buxton, president of the Board of Trade, who has charge of the bill, declined to accept the amendment. Both he and Sir Gilbert Parker dwelt on the extreme danger of meddling with the present Anglo-American arrangement, Sir Gilbert saying

that the highest personage in the United States had definitely told him that he could not save American rights for British authors if the existing compromise were disturbed. The amendment was defeated.

"The Gamblers"

Mr. Arthur Hornblow, who has had much practice in the novelizing of successful plays, has done that service for Mr. Charles Klein's "The Gamblers" (Dillingham, \$1.50), whose long and prosperous run was one of the notable features of the last dramatic season. Mr. Hornblow has followed closely the action of the play, except that he begins his story further back in the life histories of its people. The scenes of the first few chapters take place before the marriage of the heroine and the District Attorney, and develop the theme of her unacknowledged affection for Wilbur Emerson, the adventurous banker. There is also much florid description of Fifth Avenue scenes in Mr. Hornblow's characteristic style. The cleverly managed and tersely dramatic scenes of the play are put into narrative and conversational form with but little addition in the way of rounding them out.

Duty on Show Cards Stands

In a decision by Judge Fischer, the Board of General Appraisers, sitting at New York, holds that printed show cards are dutiable property under the provision of the tariff law for "lithographic prints," as against the contention of Downing, Judae & Co., the importers, that the merchandise should be allowed to enter at rates lower than those assessed. The claims of the importers, which are denied by the board, were for classification either as "printed matter," or as "manufactures of paper." The articles in controversy are sheets of heavy cardboard upon which appear advertising matter printed by the lithographic process.

Paper Towels

There is now on the market a paper towel, and for it many advantages are claimed. The paper towel is made of a tough, soft, absorbent crepe tissue paper made up in long strips which are rolled. For use paper towels are carried on a roller cross perforated at regular intervals, fixture. The long, rolled strip is giving to each roll 150 sections of towels, each about a foot in width by a foot and a half long. When you want a towel you simply tear one off.

A paper towel can, of course, be used but once, but it is not expensive. It is designed to provide a sanitary towel for hotels and clubs, for schools and various institutions, for railroad stations, public buildings, stores and factories and for domestic use—a clean towel for every one at every wash.

Truth About Advertising

In a lecture to merchants and manufacturers given at Nottingham, Eng., recently by Thomas Russell, president of the Incorporated Society of Advertisement Consultants, said that the advertisements which the public did not look for but could not help seeing promoted the sale of meritorious wares, and this enabled them to be sold cheaply. Those commodities which were sold to the public at the smallest advance on factory cost were precisely the commodities most extensively advertised. Manufacturers who advertised were increasing their business, and those who did not advertise were being left behind.

A Good Man's Creed

"I BELIEVE!"

I believe in the stuff I am handing out, in the firm I am working for and in my ability to get results. I believe that honest stuff can be passed out to honest men by honest methods.

I believe in working, not weeping; in boosting, not knocking, and in the pleasure of my job.

I believe that a man gets what he goes after; that one deed done today is worth two deeds tomorrow, and that no man is down and out until he has lost faith in himself.

I believe there is something doing somewhere for every man ready to do it.

I believe in courtesy, in kindness, in generosity, in good cheer, in friendship and honest competition.

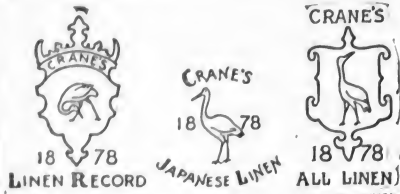
I believe in today and the work I am doing, in tomorrow and the work I hope to do, and in the sure reward the future holds.

An Old Grievance

Complaint was made to me the other day by a retailer of the lack of consideration and fairness shown by large manufacturers who advertise in newspapers and magazines and give their address and in many cases offer inducements to the public to deal with them direct. This is an old grievance but it ought not to exist. Manufacturers are not playing the game when they ignore the interests of retail trades in this way. There is, I am told, a more cordial relationship between manufacturers and dealers growing up in America in this respect. American manufacturers are indeed going further and are systematically supplying dealers with the material for making effective window displays of their goods, besides advertising in local papers and giving the address of retailers in the neighborhood who are able to supply the goods advertised. The retailer after all is indispensable to the manufacturer, and should be dealt fairly by—"Lud," in the Stationery and Printing Trades Journal.

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Mills of **CRANE BROS.,**
Westfield, Mass.
Manufacturers of
LINEN PAPERS with the
Famous Watermarks



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FOR 1912

A complete stock of Perpetual Year Books always on hand

B. W. HUEBSCH, Publisher
225 Fifth avenue, New York

HIGGINS' WHITE DRAWING INK



Chas. M. Higgins & Co.

Originators and Manufacturers

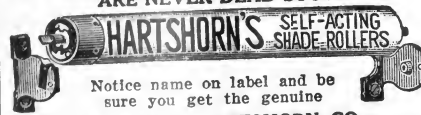
INKS AND ADHESIVES

New York --- Chicago --- London

Main Office, 271 Ninth Street, } **BROOKLYN, N. Y.**
Factory, 240-244 Eighth Street, } U. S. A.

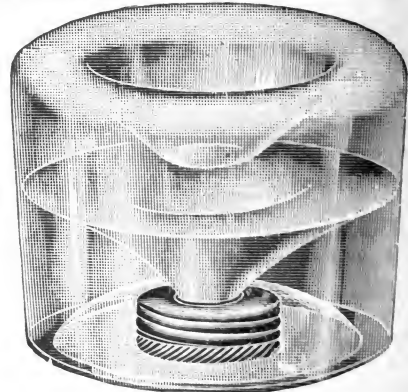
Is now ready for the market. It is a pure white ink, for pen lines or brush tints, and is waterproof when dry. Can be mixed with colored inks to make bright opaque tints. It will be useful in drafting and library work. Put up the same as our regular Drawing Inks.

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Office and Main Factory, E. Newark, N. J.

NO RUBBER PARTS TO GET OUT OF ORDER



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All stationers. Send 10c for sample box of 50 assorted sizes. Illustrated booklet free.
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